

MESQUITE VISITOR PROFILE

Fiscal Year 2001

Annual Report

July 1, 2000 to June 30, 2001

Prepared for:

**Las Vegas Convention And
Visitors Authority**

By:

GLS Research

Research that works.

555 Montgomery Street
Suite 610
San Francisco, CA 94111
Telephone: (415) 394-7085
Facsimile: (415) 394-7066
www.glsresearch.com

San Francisco
Los Angeles
Las Vegas
Moscow, Russia

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VISITOR PROFILE STUDY

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EXECUTIVE SUMMARY

The Mesquite Visitor Profile Study is conducted monthly during the fiscal year and reported annually to provide an ongoing assessment of the Mesquite visitor and trends in visitor behavior over time.

This report presents the findings from the 1,200 personal interviews conducted by GLS Research from July 1, 2000 to June 30, 2001*, as well as findings from 2000 (the first year the survey was conducted). One hundred (100) in-person interviews were conducted per month in or near Mesquite hotel-casinos and hotels.

When we note that a difference between subgroups on a particular measure is “significant” or “statistically significant,” we mean that there is a 95% or better chance that the difference is the result of true differences between the subgroup populations and is not due to sampling error alone. When we note that a difference between subgroups is “not significant” or “not statistically significant,” we mean that there is less than a 95% chance that the difference is the result of true differences between the subgroups.

This section presents the research highlights, beginning on the next page. The findings are presented in detail starting on page 10.

*** All visitor profile data are gathered on a fiscal year basis. Hence, the 2001 Mesquite Visitor Profile Study represents data gathered from July 2000 through June 2001 and does not reflect effects from the events of September 11, 2001.**

REASONS FOR VISITING

Fifteen percent (15%) of those surveyed this year were first-time visitors to Mesquite. Eighty-five percent (85%) of visitors had made a previous visit, up from 81% last year. Among first-time visitors, 53% said their primary reason for visiting Mesquite was vacation or pleasure and 9% mentioned gambling (significantly lower than 17% last year). Among repeat visitors, 44% mentioned vacation or pleasure as their primary reason for currently visiting, while 23% cited gambling. The average number of visits by all visitors in the past year was 7.3 and 20.7 in the past five years (up from 16.7 in 2000). The average number of visits by repeat visitors in the past year was 8.4 and 24.2 in the past five years (up from 20.4 in 2000).

SUMMARY TABLE OF REASONS FOR
VISITING AND VISITATION FREQUENCY

	2000	2001
Proportion of respondents who were first-time visitors	19%	15%
Proportion of respondents whose primary purpose for current trip was vacation or pleasure (among first-time visitors)	49%	53%
Proportion of respondents whose primary purpose for current trip was to gamble (among first-time visitors)	17%	9%
Proportion of respondents whose primary purpose for current trip was vacation or pleasure (among repeat visitors)	48%	44%
Proportion of respondents whose primary purpose for current trip was to gamble (among repeat visitors)	22%	23%
Average number of visits in past five years (among all visitors)	16.7	20.7
Average number of visits in past five years (among repeat visitors)	20.4	24.2
Average number of visits in past year (among all visitors)	7.0	7.3
Average number of visits in past year (among repeat visitors)	8.4	8.4

TRAVEL PLANNING

Virtually all visitors arrived in Mesquite via ground transportation (99%), with 3% using bus services. Most visitors decided where in Mesquite to stay before leaving home (80%). Most visitors decided which shows to see (93%) and which attractions to visit (96%) after arriving in Mesquite—both of these findings significantly higher than last year. Forty-six percent (46%) of visitors decided where to gamble before leaving home, while 52% decided after arriving in Mesquite. Almost three in ten visitors (29%) decided what events to attend before leaving home; 70% decided after arriving in Mesquite. Nearly four in ten visitors (38%) decided what recreational activities to enjoy before leaving home, but 60% decided after arriving in Mesquite. Only 1% used the assistance of a travel agent in planning their trip to Mesquite. Twenty-seven percent (27%) visited Las Vegas on their current trip to Mesquite. Thirty-five percent (35%) visited other places in Nevada and neighboring states.

SUMMARY TABLE OF TRAVEL PLANNING CHARACTERISTICS

	2000	2001
Proportion of respondents who traveled to Mesquite by ground transportation (automobile/bus/RV)	99%	99%
Proportion of respondents who traveled to Mesquite using bus services	4%	3%
Proportion of respondents who decided where to stay in Mesquite before leaving	82%	80%
Proportion of respondents who decided which shows to see in Mesquite after arrival	84%	93%
Proportion of respondents who decided which attractions to visit in Mesquite after arrival	88%	96%
Proportion of respondents who decided where to gamble in Mesquite before leaving	42%	46%
Proportion of respondents who decided where to gamble in Mesquite after arrival	57%	52%
Proportion of respondents who decided what events to attend in Mesquite before leaving	27%	29%
Proportion of respondents who decided what events to attend in Mesquite after arrival	67%	70%
Proportion of respondents who decided what recreational activities to do in Mesquite before leaving	41%	38%
Proportion of respondents who decided what recreational activities to do in Mesquite after arrival	57%	60%
Proportion of respondents who used the assistance of a travel agent planning their trip to Mesquite	2%	1%
Proportion of respondents who visited Las Vegas on their current trip to Mesquite	37%	27%
Proportion of respondents who toured nearby places	47%	35%

TRIP CHARACTERISTICS AND EXPENDITURES

The average number of adults per party was 2.3. Only 10% had people under the age of 21 in their immediate party (down from 12% one year ago). More than seven in ten visitors (71%) stayed overnight, but 29% were visiting Mesquite just for the day. The average Mesquite visit was 1.7 nights and 2.7 days. Almost two-thirds of all visitors (63%) stayed in a hotel or motel (with an average of 2.1 room occupants) and spent an average of \$34.87 per night for lodging (non-package visitors). This figure is up from \$32.38 last year. About three-fourths of lodgers (74%) paid a *regular room rate* (up from 64% last year). Nine percent (9%) purchased a package trip, with an average package cost of \$217.60. Over the course of their entire stay in Mesquite, visitors spent an average of \$51.80 for food and drink, \$3.91 for local transportation, \$13.27 for recreational activities, \$0.39 for shows, and \$0.04 for other expenses.

SUMMARY TABLE OF TRIP CHARACTERISTICS AND EXPENDITURES

	2000	2001
Average number of adults in immediate party	2.4	2.3
Proportion of respondents with persons under 21 in their immediate party	12%	10%
Proportion of respondents who stayed overnight	73%	71%
Proportion of respondents who were in Mesquite for the day only	27%	29%
Days stayed (average)	2.8	2.7
Nights stayed (average)	1.8	1.7
Proportion of respondents who stayed in a hotel or motel room	64%	63%
Number of room occupants (average — hotel/motel only)	2.2	2.1
Lodging expenditures (average per night, hotel/motel overnight visitors only — excludes package and tour/travel group visitors)	\$32.38	\$34.87
Proportion of respondents who paid a regular room rate (among those who stayed in a hotel or motel)	64%	74%
Proportion of visitors who bought a hotel/ airline package or traveled with a tour/travel group where lodging was included (among those who stayed overnight in a hotel or motel)	11%	9%
Average cost of package per person (among package/tour group visitors)	\$187.08	\$217.60
Average trip expenditures for food and drink (all respondents)	\$64.46	\$51.80
Average trip expenditures for local transport (all respondents)	\$6.47	\$3.91
Average trip expenditures for recreational activities (all respondents)	\$19.81	\$13.27
Average trip expenditures for shows and entertainment (all respondents)	\$1.50	\$.39
Average trip expenditures for other expenses (all respondents)	\$.13	\$.04

GAMING BEHAVIOR AND BUDGETS

Nine in ten visitors gambled while in Mesquite (89%). Those who gambled budgeted an average of \$276.17 for gambling. Gamblers spent an average of 3.9 hours per day gambling (down from 4.2 in 2000). Slightly more than seventy percent of gamblers (71%) played slot machines or video machines most often, while 15% played blackjack.

SUMMARY TABLE OF GAMING BEHAVIOR AND BUDGETS

	2000	2001
Proportion who gambled while visiting Mesquite	90%	89%
Average trip gambling budget (among those who gambled)	\$294.66	\$276.17
Average number of hours per day spent gambling (among those who gambled)	4.2	3.9
Proportion who played slot machines/video machines most often (among those who gambled)	67%	71%
Proportion who played blackjack most often (among those who gambled)	18%	15%

ATTITUDINAL INFORMATION

Nine in ten visitors (91%) reported that they were “very satisfied” with their trip to Mesquite. Among respondents who said they were only “somewhat” satisfied with their trip, 22% said it was because they did not win enough money and 26% had complaints with their hotel.

SUMMARY TABLE OF ATTITUDINAL INFORMATION

	2000	2001
Proportion who were “very satisfied” with their current trip to Mesquite	91%	91%
Proportion who complained about not winning enough money (among those who were “somewhat satisfied”)	25%	22%
Proportion who complained about their hotel (among those who were “somewhat satisfied”)	25%	26%

VISITOR DEMOGRAPHICS

About six in ten respondents (61%) were 50 years old or older and 25% were 65 or older. Eight percent of visitors (8%) were less than 30 years old. Seventy-seven percent (77%) of respondents were married, 81% were from Western states, 60% had a household income of less than \$60,000, 41% were retired, and 46% had a high school education or less.

SUMMARY TABLE OF NOTABLE VISITOR DEMOGRAPHICS

	2000	2001
Proportion of respondents who were 50 years old or older	57%	61%
Proportion of respondents 65 years old or older	22%	25%
Proportion of respondents 21 to 29 years old	7%	8%
Proportion of respondents who were married	78%	77%
Proportion of respondents with a household income less than \$60,000	57%	60%
Proportion of respondents who were retired	37%	41%
Proportion of respondents with a high school diploma or less	43%	46%
Proportion of respondents who were from the West	81%	81%

SUMMARY OF ECONOMIC IMPACT FACTORS

The following table summarizes the various factors included throughout this report related to the *economic impact* of Mesquite visitors between July 1, 2000 and June 30, 2001 — the time period covered by this report:

SUMMARY TABLE OF ECONOMIC IMPACT FACTORS

	2000	2001
Days stayed (average)	2.8	2.7
Nights stayed (average)	1.8	1.7
Proportion of respondents who stayed overnight	73%	71%
Proportion of respondents who stayed in a hotel or motel room (among those who stayed overnight)	64%	63%
Lodging expenditures (average per night, hotel/motel overnight visitors only — excludes package and tour/travel group visitors)	\$32.38	\$34.87
Proportion of visitors who bought a hotel or airline package or were traveling as part of a tour/travel group where accommodations were included (among those who stayed overnight in a hotel or motel)	11%	9%
Average cost of package per person (among package/tour group visitors)	\$187.08	\$217.60
Number of room occupants (average — hotel/motel only)	2.2	2.1
Average trip expenditures for food and drink (all respondents)	\$64.46	\$51.80
Average trip expenditures for local transportation (all respondents)	\$6.47	\$3.91
Average trip expenditures for recreational activities (all respondents)	\$19.81	\$13.27
Average trip expenditures for shows (all respondents)	\$1.50	\$0.39
Average trip expenditures for other expenses (all respondents)	\$0.13	\$0.04
Proportion who gambled while visiting Mesquite (all respondents)	90%	89%
Average trip gambling budget (among those who gambled)	\$294.66	\$276.17

Details on these economic impact factors can be found throughout the body of this report.

INTRODUCTION

The Mesquite Visitor Profile Study is conducted monthly during the fiscal year and reported annually to provide an ongoing assessment of the Mesquite visitor and trends in visitor behavior over time.

More specifically, the Mesquite Visitor Profile aims:

- To provide a profile of Mesquite visitors in terms of socio-demographic and behavioral characteristics.
- To monitor trends in visitor behavior and visitor characteristics.
- To supply detailed information on the vacation and gaming habits of different visitors groups, particularly gaming and non-gaming expenditures.
- To allow the identification of market segments and potential target markets.
- To provide a basis for calculating the economic impact of different visitor groups.
- To determine visitor satisfaction levels.

METHODOLOGY

In-person interviews were conducted with 1,200 randomly selected visitors. One hundred (100) interviews were conducted each month for 12 months from July 2000 through June 2001. Qualified survey respondents were visitors to Mesquite (non-residents) who were at least 21 years of age. Only visitors who planned to leave Mesquite within 24 hours were asked to complete the survey.

Visitors were intercepted near Mesquite hotel-casinos and hotels. To assure a random selection of visitors, different locations were utilized on each interviewing day. Upon completion of the interview, visitors were given souvenirs as tokens of appreciation. Verification procedures were conducted throughout the project to assure accurate and valid interviewing.

Interviews were edited for completeness and accuracy, coded, and entered into a computerized database for analysis. The information was then analyzed using statistical software packages available to GLS Research. The questionnaire administered to visitors is appended to this report in the form of aggregate results.

Throughout this report, bar charts are used to illustrate the data. The data presented in these charts are based on the total sample of 1,200 respondents unless otherwise specified. In charts using proportions, those proportions may not add to 100% because of rounding or because multiple responses were permitted.

When we note that a difference between subgroups on a particular measure is “significant” or “statistically significant,” we mean that there is a 95% or better chance that the difference is the result of true differences between the subgroup populations and is not due to sampling error alone. When we note that a difference between subgroups is “not significant” or “not statistically significant,” we mean that there is less than a 95% chance that the difference is the result of true differences between the subgroups.

This report presents the results of the 2001 study, as well as the results from 2000 (the first year the study was conducted). Statistically significant differences in the behavior, attitudes, and opinions of visitors from year to year are pointed out in the text of the report. Throughout this report, if data is not presented for both years, it is because the question was not asked both years.

Details on the findings and conclusions of the survey are presented in the following sections of this report.

SUMMARY OF FINDINGS

REASONS FOR VISITING

In the current study, 85% of respondents said they had visited Mesquite more than once (Figure 1). This number is up from 81% in 2000. Fifteen percent (15%) are first time visitors, down from 19% one year ago.

FIGURE 1
First Visit vs. Repeat Visit

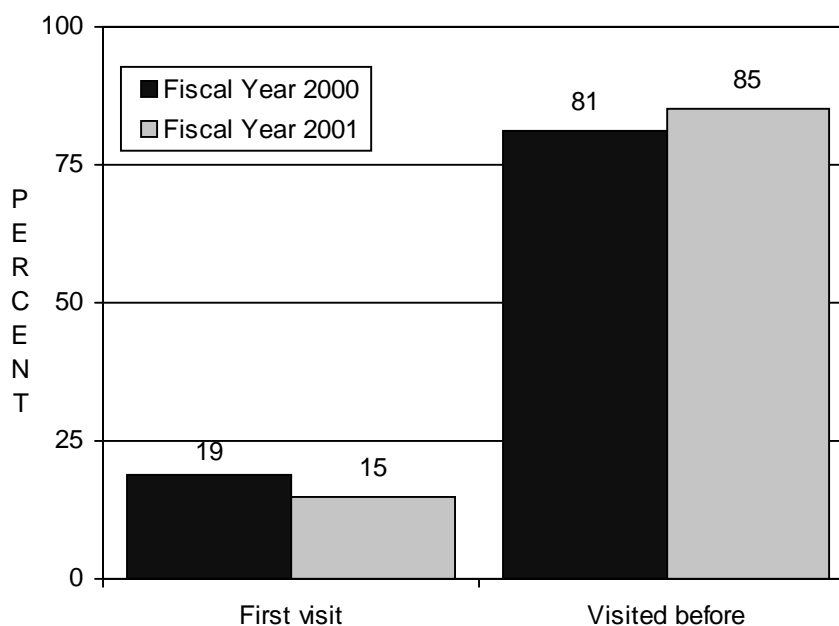
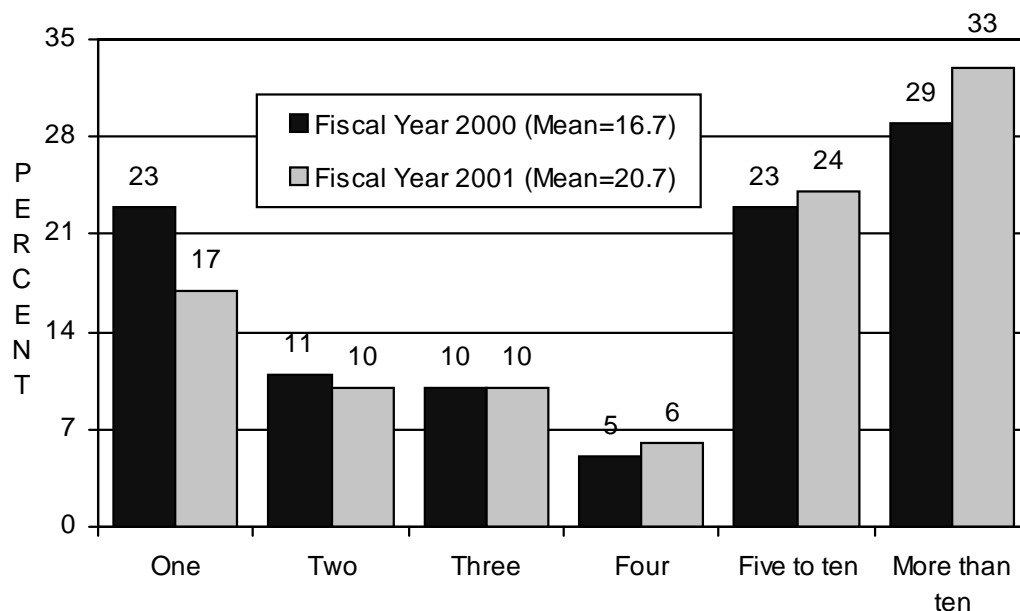
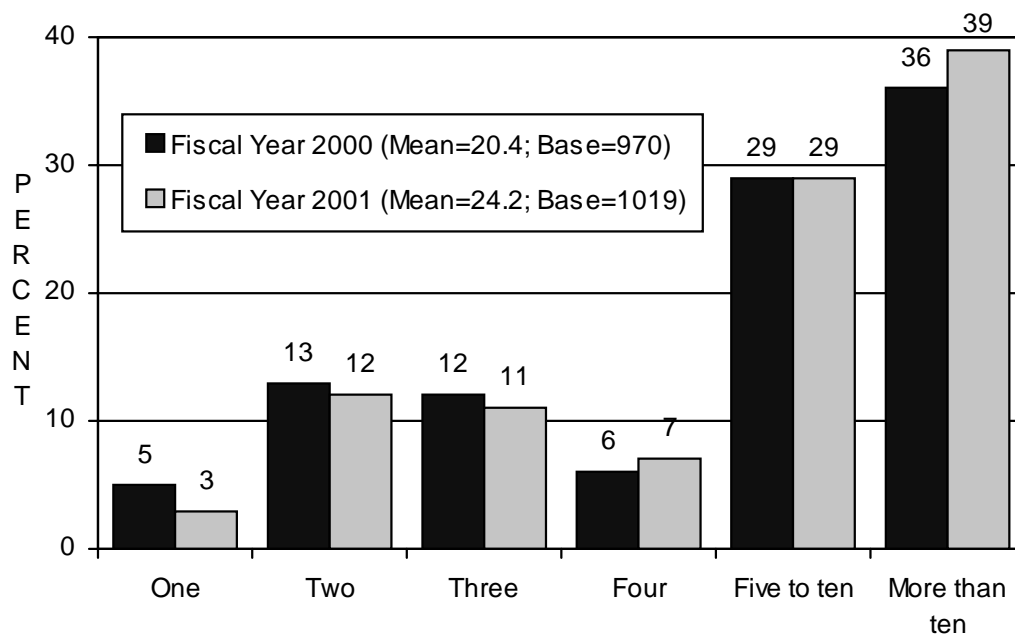


FIGURE 2
Frequency Of Visits In Past Five Years
(Among All Visitors)



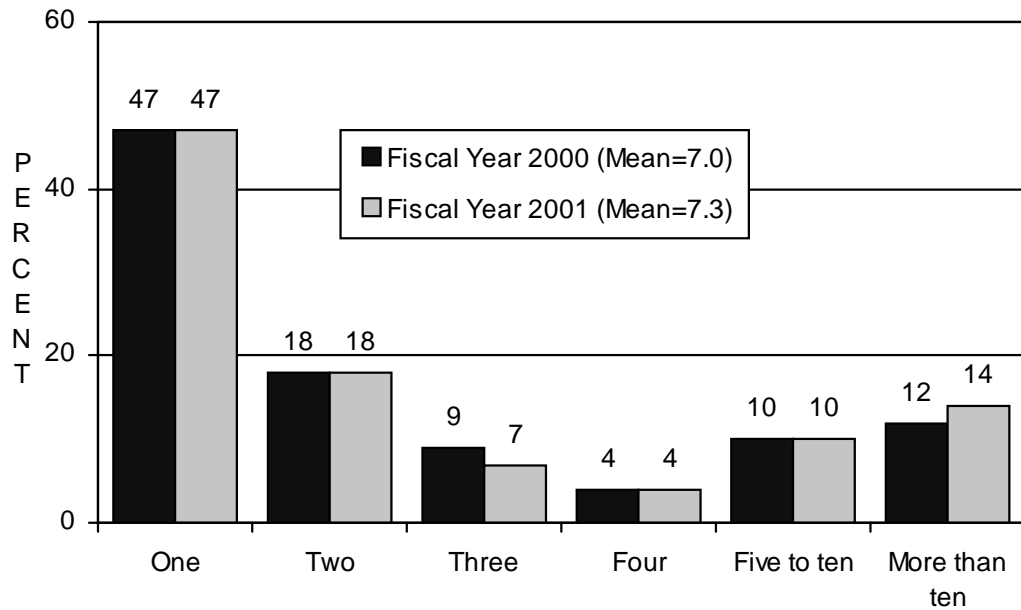
The mean number of visits to Mesquite in the past five years *among all visitors* was 20.7, which is up from 16.7 one year ago. One-third of respondents (33%) said they had visited Mesquite more than ten times in the past five years, up from 29% in 2000 (Figure 2).

FIGURE 3
Frequency Of Visits In Past Five Years
(Among Repeat Visitors)



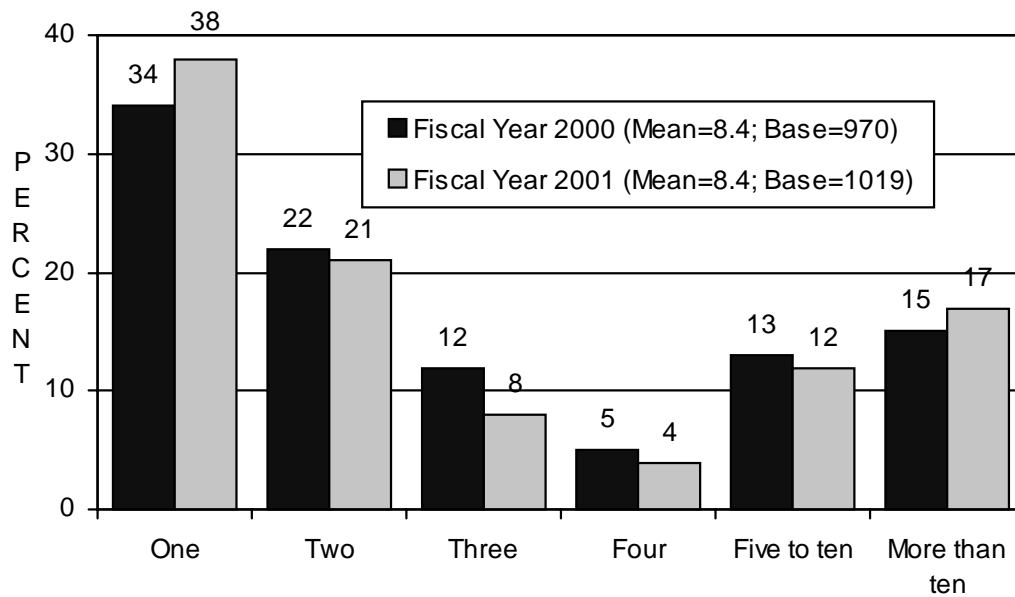
The average number of visits to Mesquite during the past five years *among repeat visitors* was 24.2. This is up from 20.4 last year (Figure 3).

FIGURE 4
Frequency Of Visits In Past Year
(Among All Visitors)

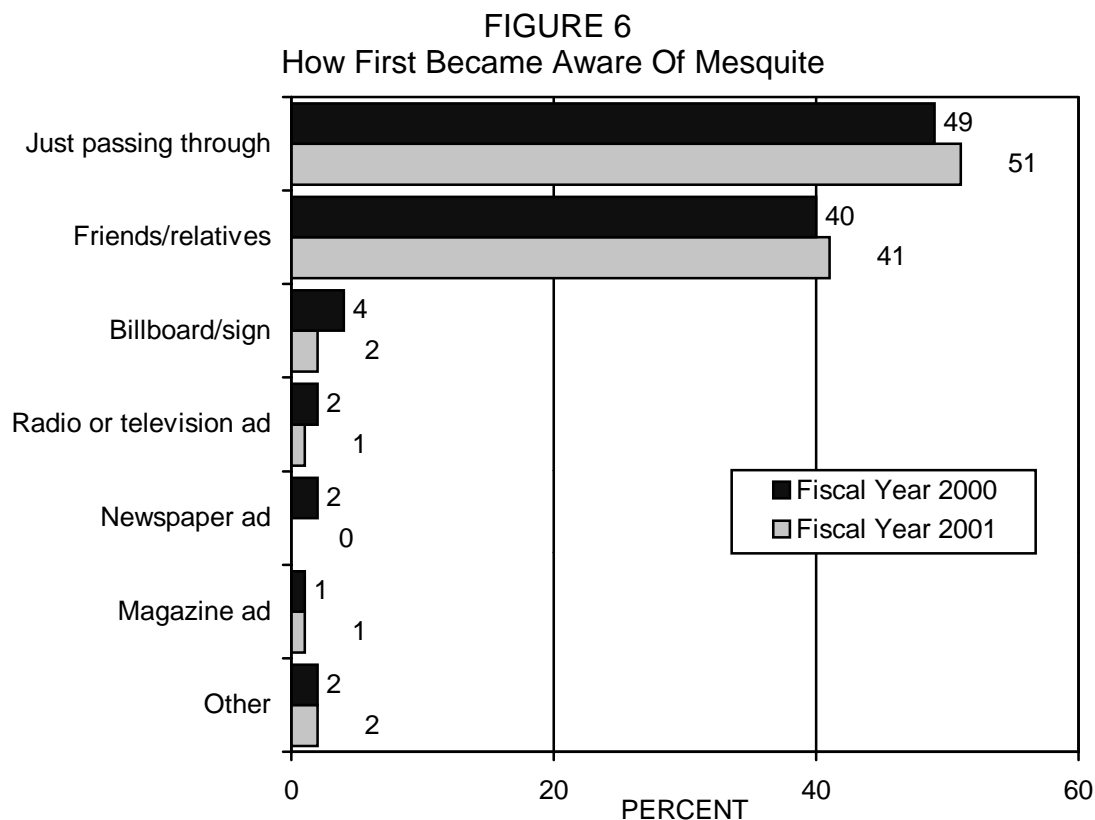


Among *all visitors*, respondents reported visiting Mesquite an average of 7.3 times in 2001, little changed from 7.0 one year ago (Figure 4).

FIGURE 5
Frequency Of Visits In Past Year
(Among Repeat Visitors)

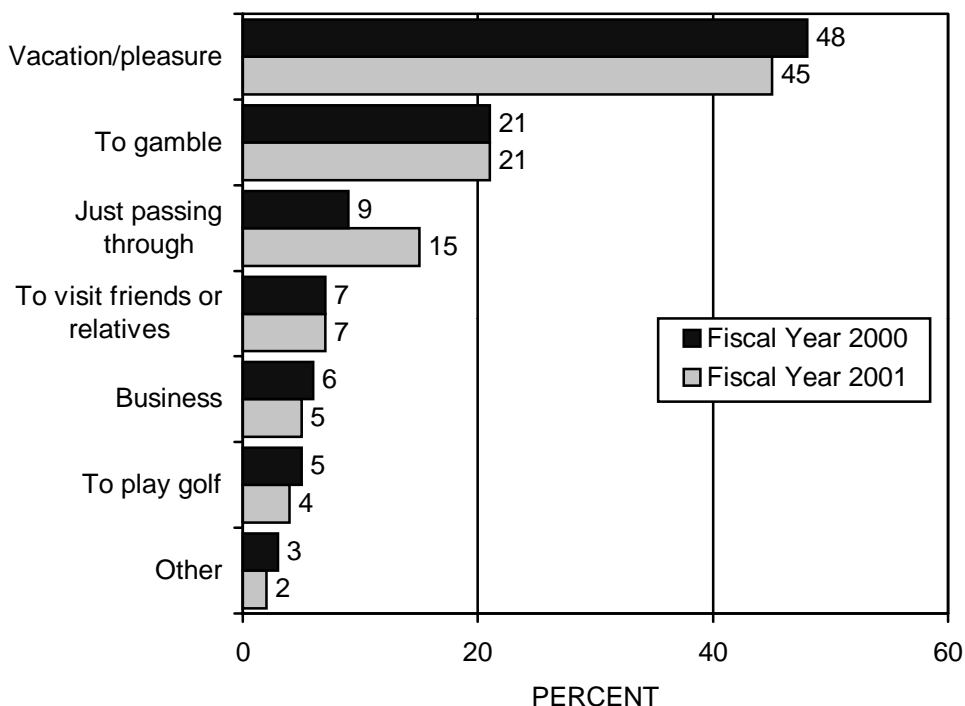


During the past year, repeat visitors averaged 8.4 trips to Mesquite (Figure 5). This finding is unchanged from last year.



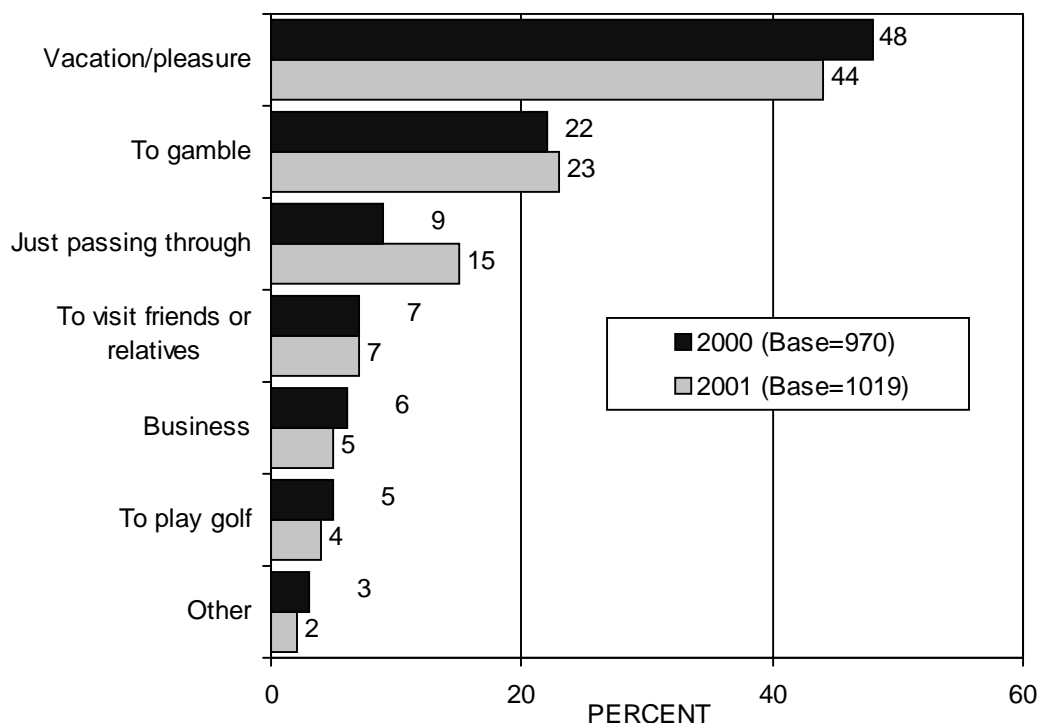
Most Mesquite visitors said they first became aware of Mesquite while passing through (51%) or from friends and relatives (41%). Four percent (4%) said they first found out about Mesquite through some type of advertising, down from 9% last year (Figure 6).

FIGURE 7
Primary Purpose Of Current Visit
(Among All Visitors)



The largest proportion of Mesquite visitors (45%) said they were visiting for vacation or pleasure, although 21% said they came to gamble (Figure 7). Fifteen percent (15%) said they were just passing through, up significantly from 9% last year. Seven (7%) percent were visiting friends or relatives, 5% were in town on business, 4% came to play golf, and 2% mentioned other reasons for visiting Mesquite.

FIGURE 8
Primary Purpose Of Current Visit
(Among Repeat Visitors)



There were virtually no differences between all visitors and repeat visitors regarding the primary purpose of their visit. The largest proportion of Mesquite repeat visitors (44%) said they were visiting for vacation or pleasure, and 23% said they came to gamble (Figure 8). Fifteen percent (15%) said they were just passing through (up from 9% last year), 7% were visiting friends or relatives, 5% were in town on business, 4% came to play golf, and 2% mentioned other reasons for visiting Mesquite.

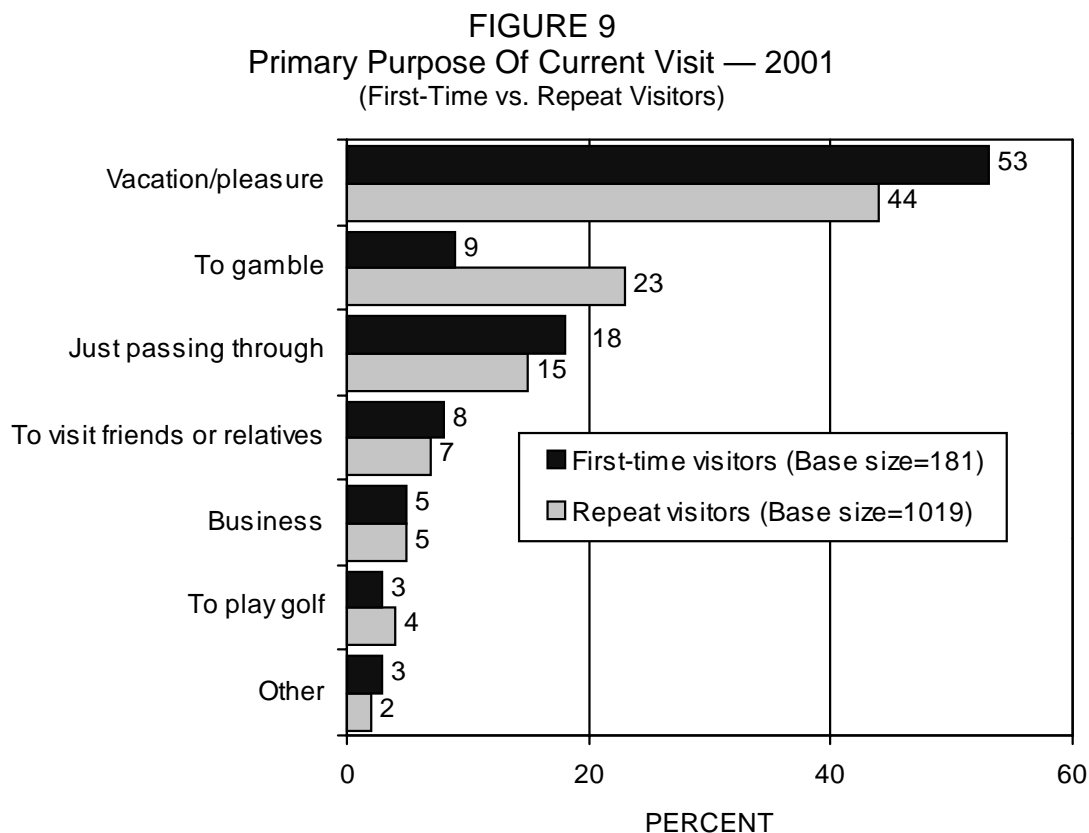


Figure 9 compares *repeat visitors* with *first-time visitors* in terms of purpose of their *current* visit for 2001. First-time visitors (53%) were more likely than repeat visitors (44%) to say their current visit was for vacation or pleasure. This varies from last year when there was little difference in the proportion who said they came for vacation or pleasure. Repeat visitors were more likely to report visiting Mesquite primarily to gamble (23%) than were first-time visitors (9%).

TRAVEL PLANNING

Travel planning varied broadly — from same-day planning to travel plans made more than 90 days in advance. Nearly two in ten visitors (21%) said they decided to visit Mesquite the same day they visited, a figure unchanged from last year (Figure 10). Fifteen percent (15%) of visitors made travel plans one to three days in advance, up significantly from 12% last year. Six percent (6%) of visitors made plans sixty-one to ninety days in advance, down significantly from 9% last year.

FIGURE 10
Advance Travel Planning

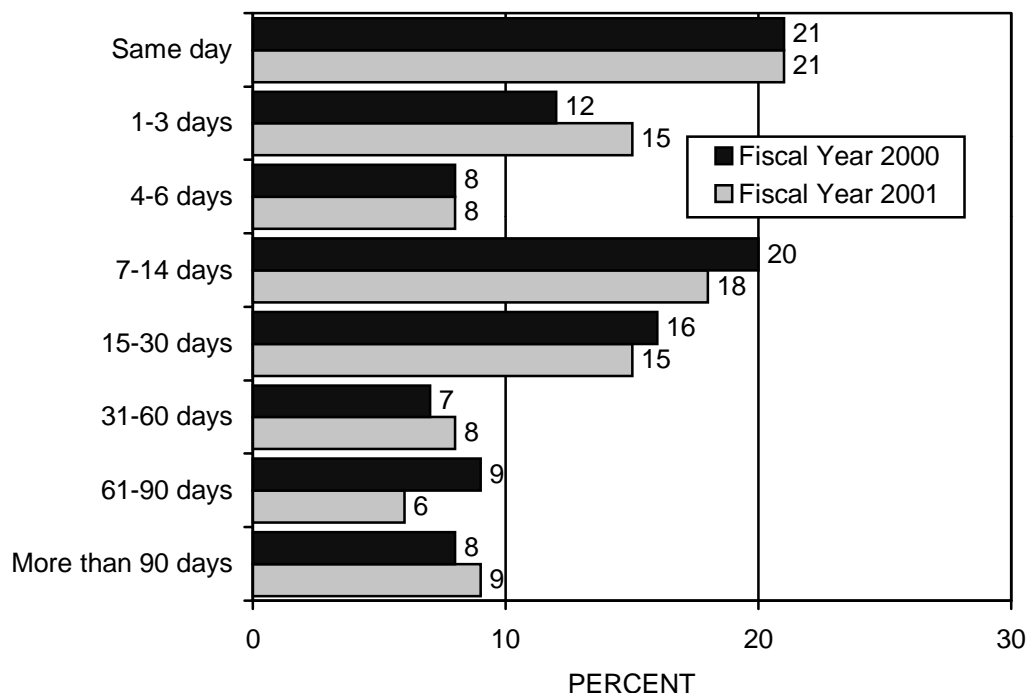
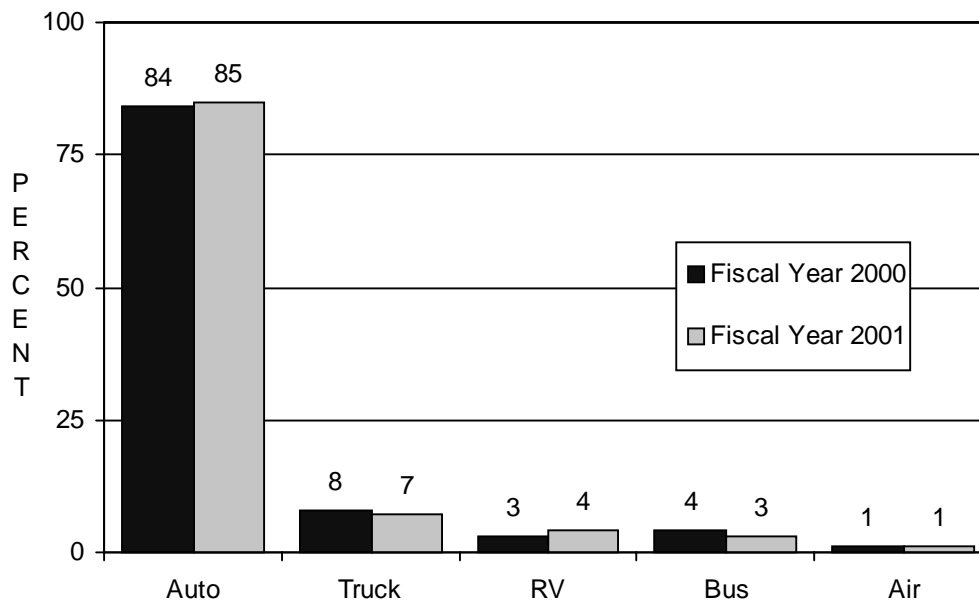
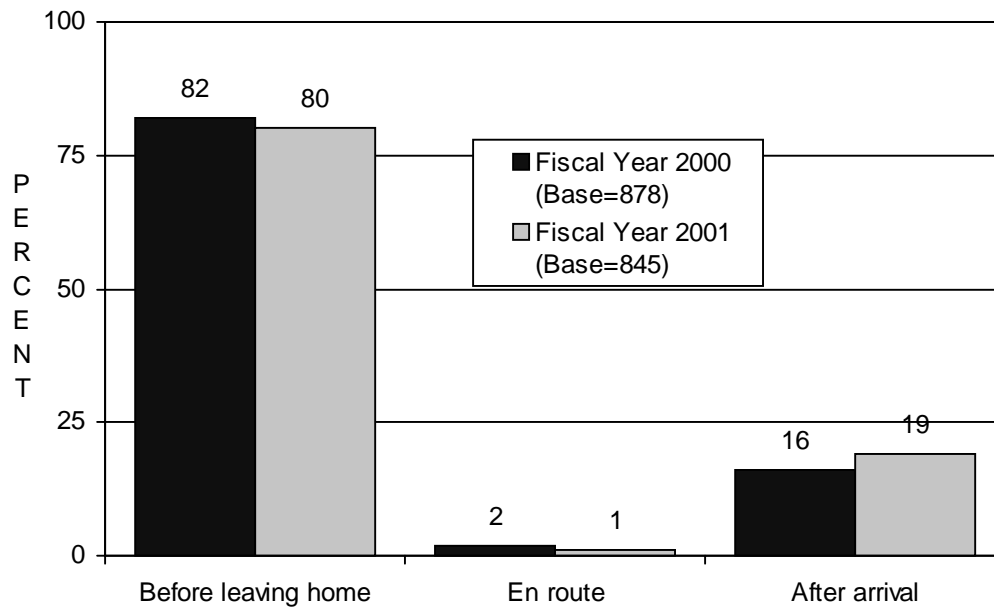


FIGURE 11
Transportation To Mesquite



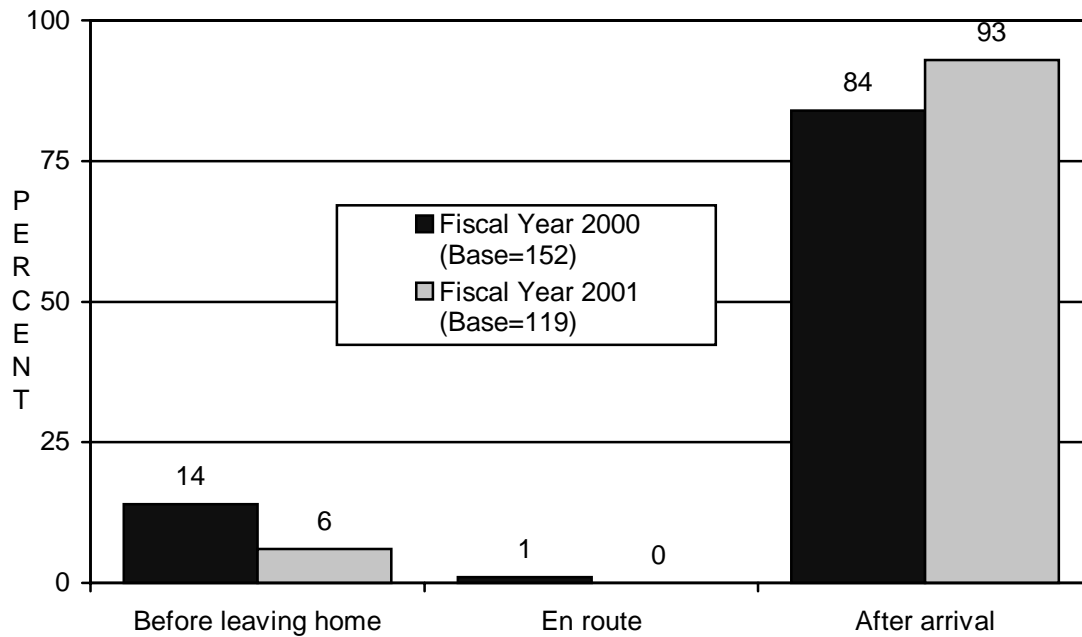
Almost all Mesquite visitors (96%) arrived in a personal vehicle, with 85% driving an automobile, 7% a truck, and 4% an RV (Figure 11). Three percent (3%) of visitors arrived by bus and only 1% by air. These figures represent no significant change from last year.

FIGURE 12
When Decided Where To Lodge
(Among Those Who Stayed Overnight)



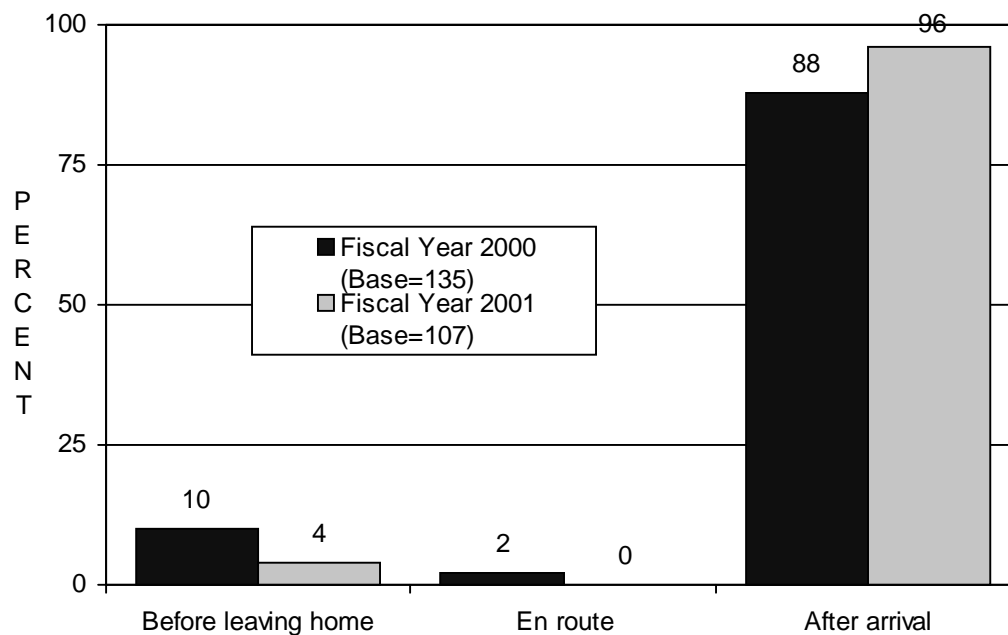
Most overnight visitors decided where to stay in Mesquite prior to their visits (80%). However, 19% decided after arriving in Mesquite (Figure 12). These findings are little changed from last year.

FIGURE 13
When Decided Which Shows To See
(Among Those Who Saw Shows)



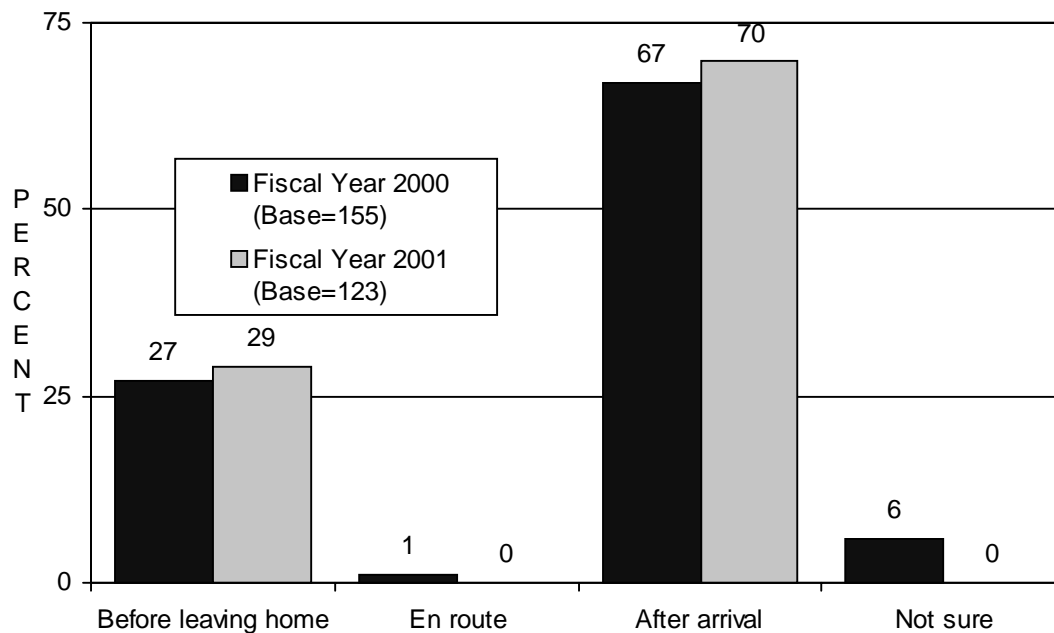
Among the 10% of visitors who reported going to a show in 2001, 6% decided what shows to see prior to arriving in Mesquite – down from 14% one year ago (Figure 13). Most visitors (93%) decided what shows to see after arrival (up from 84% in 2000).

FIGURE 14
When Decided What Attractions To Visit
(Among Those Who Visited Attractions)



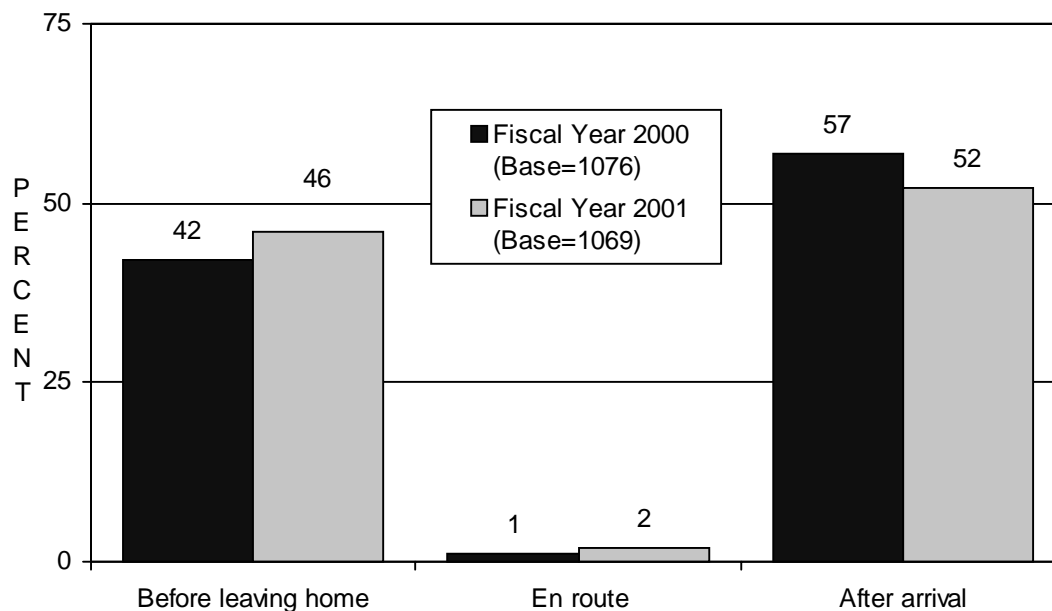
Among the 9% of visitors who reported visiting an attraction in 2001, 4% decided what attractions to see prior to arriving in Mesquite — down from 10% last year (Figure 14). Most visitors (96%) decided what attractions to see after arrival. This is up from 88% one year ago.

FIGURE 15
When Decided What Events To Attend
(Among Those Who Attended Events)



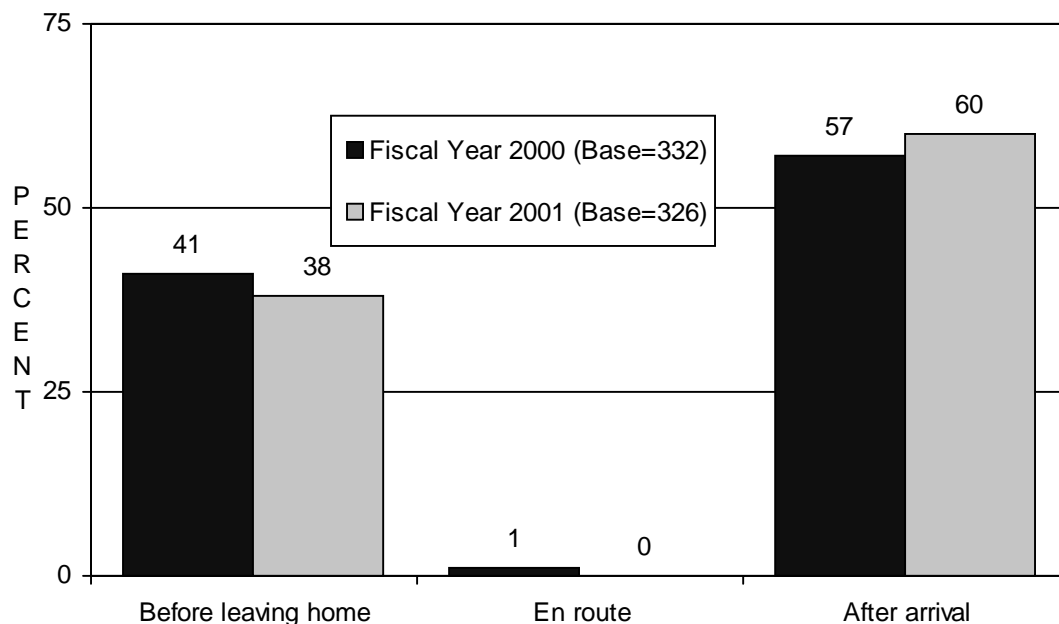
Among the 10% of visitors who reported attending a special event in 2001, 29% decided what events to attend prior to arriving in Mesquite (Figure 15). Seven out of ten visitors (70%) decided what events to attend after arrival. Results from this year were little changed from last year.

FIGURE 16
When Decided Where To Gamble
(Among Those Who Gambled)



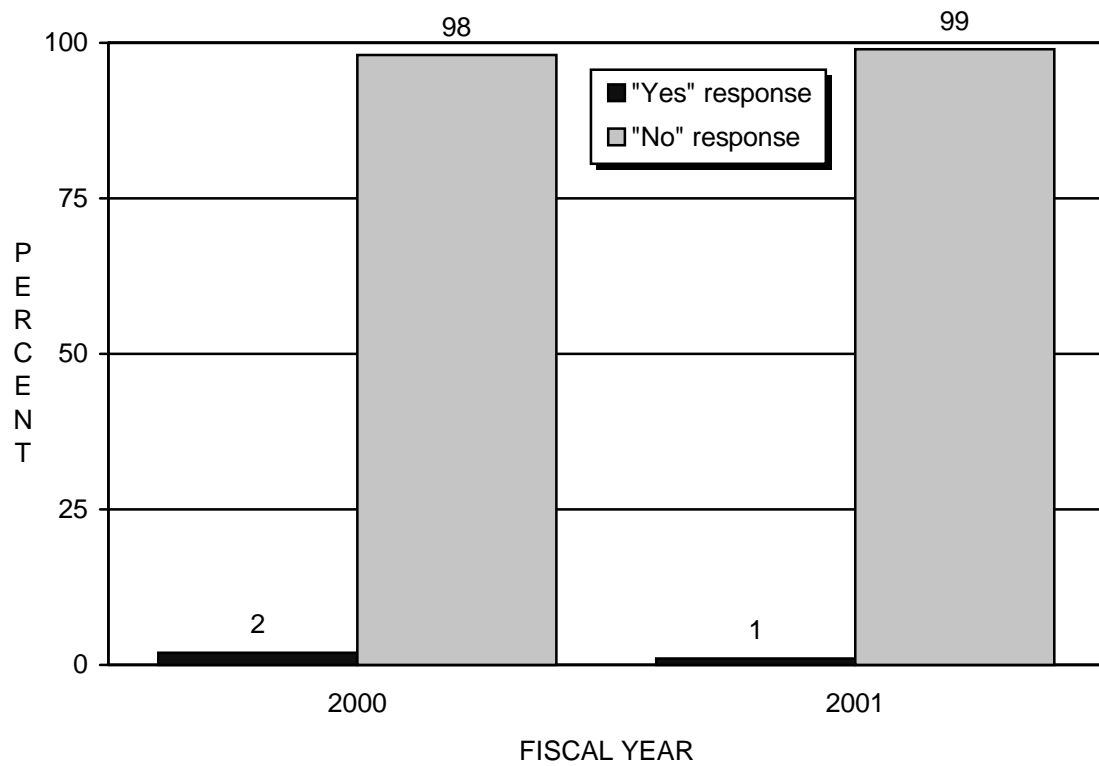
Among the visitors who gambled during their visit, a fairly large proportion (46%) said they decided where to gamble in Mesquite before leaving home (Figure 16). However, a majority (52%) said they decided where to gamble after they arrived in Mesquite. There were no significant differences from last year.

FIGURE 17
When Decided What Recreational Activities You Would Enjoy
(Among Those Who Engaged In Recreational Activities)



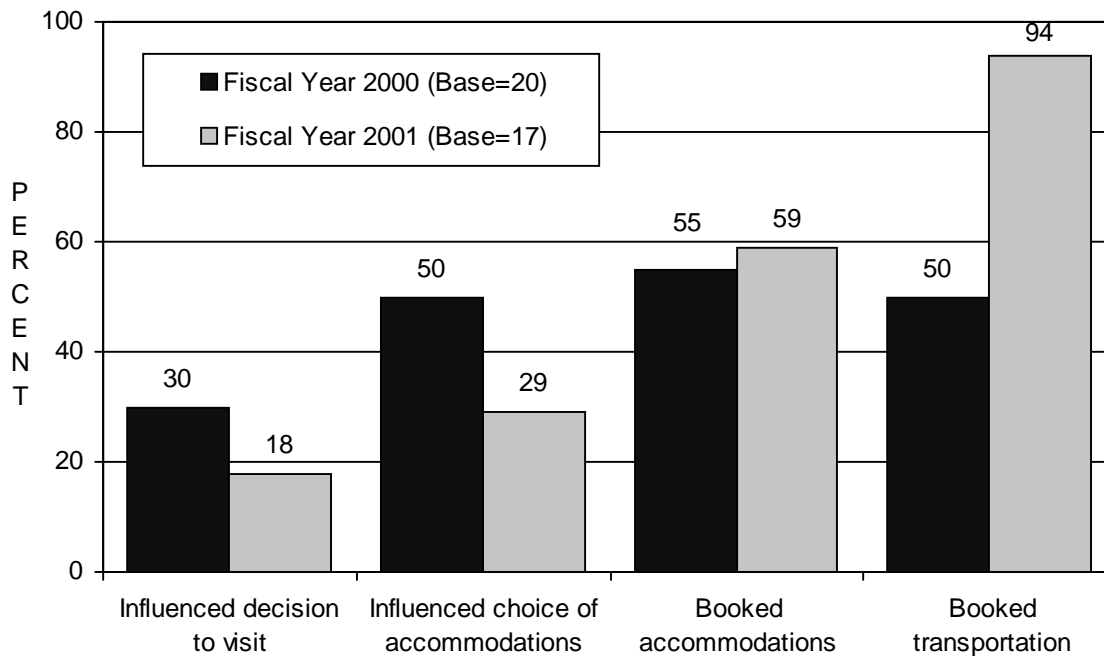
Among the visitors who engaged in recreational activities during their visit (27% of all visitors), nearly four in ten visitors (38%) said they decided what recreational activities they would enjoy in Mesquite before leaving home (Figure 17). However, six out of ten visitors (60%) said they decided what recreational activities they would enjoy after arriving in Mesquite. Again, these numbers were not significantly different from 2000.

FIGURE 18
Travel Agent Assistance



One percent (1%) of all Mesquite visitors were assisted in their travel planning by a travel agent in 2001, relatively unchanged from two percent last year (Figure 18).

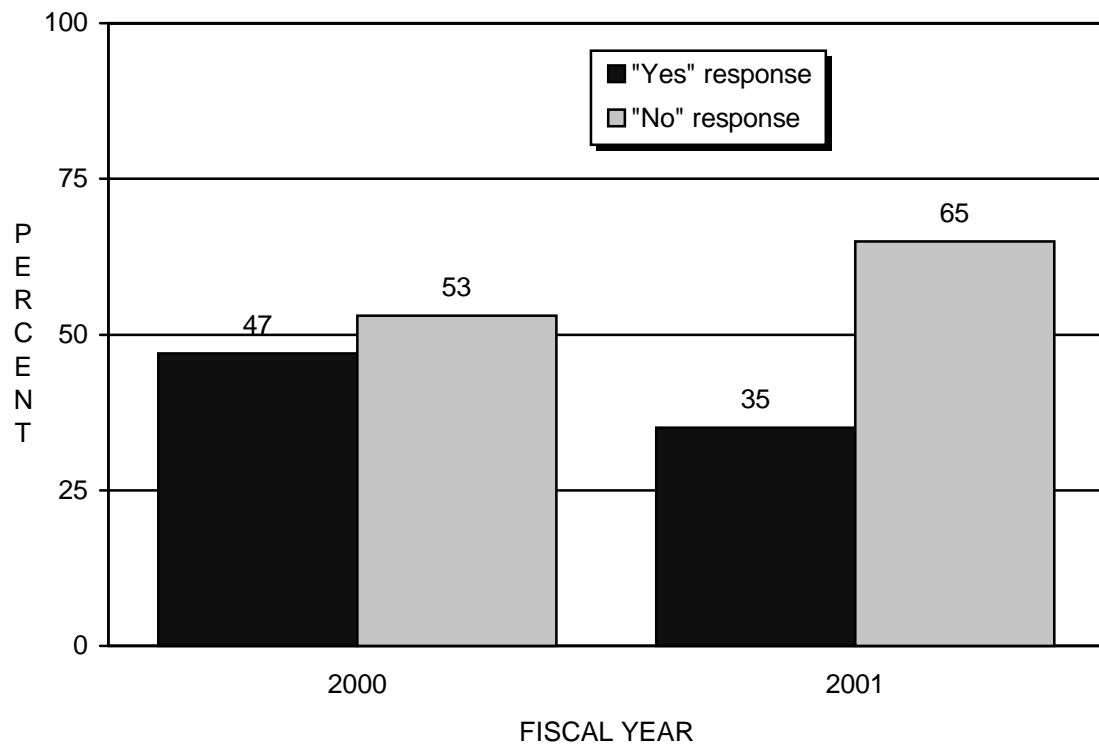
FIGURE 19
Travel Agent Influence And Use
(Among Those Who Used A Travel Agent)*



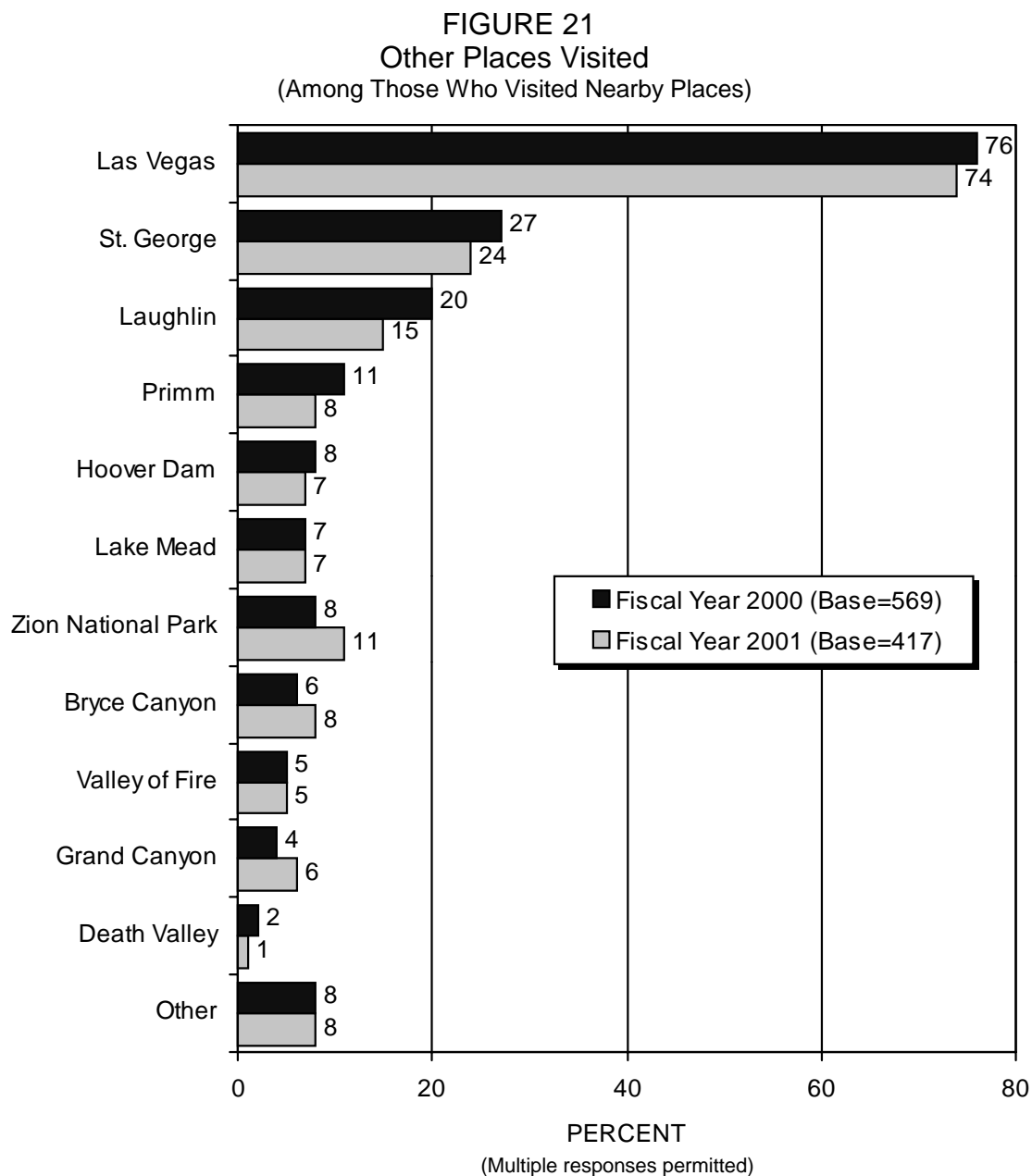
Among the 1% of visitors who reported using a travel agent in 2001, 59% had help with booking their accommodations (Figure 19) and 29% said a travel agent influenced their choice of accommodations. A very high proportion (94%) said travel agents helped them book their transportation. Despite the small sample size, this represents a significant change from the 50% who used a travel agent to book their transportation last year. Eighteen percent (18%) of those who used a travel agent said the agent influenced their choice of Mesquite as a destination.

* Please note extremely small base sizes.

FIGURE 20
Touring Other Areas



We asked visitors if they had visited, or planned to visit, other areas of Nevada and nearby states (Figure 20). Thirty-five percent (35%) of Mesquite visitors said they would or had done so, down from 47% last year.



The 417 respondents (35%) who indicated they visited nearby areas were most likely to have visited Las Vegas (74%), St. George (24%), Laughlin (15%, down significantly from 20% last year), Zion National Park (11%), Primm (8%, also down significantly from 11% last year), Bryce Canyon (8%), Hoover Dam (7%), Lake Mead (7%), the Grand Canyon (6%), the Valley of Fire (5%), and Death Valley (1%) (Figure 21).

TRIP CHARACTERISTICS AND EXPENDITURES

We asked visitors how many adults (21 years old or older), including themselves, were in their immediate party (Figure 22). More than six in ten Mesquite visitors (65%) reported two adults in their immediate party. Seven percent (7%) had three adults in their party. The proportion of visitors with four adults in their immediate party was down from 12% in 2000 to 9% currently. Five percent (5%) had five or more adults in their immediate party. The average party size was 2.3, a figure little changed from 2.4 last year.

FIGURE 22
Adults In Immediate Party

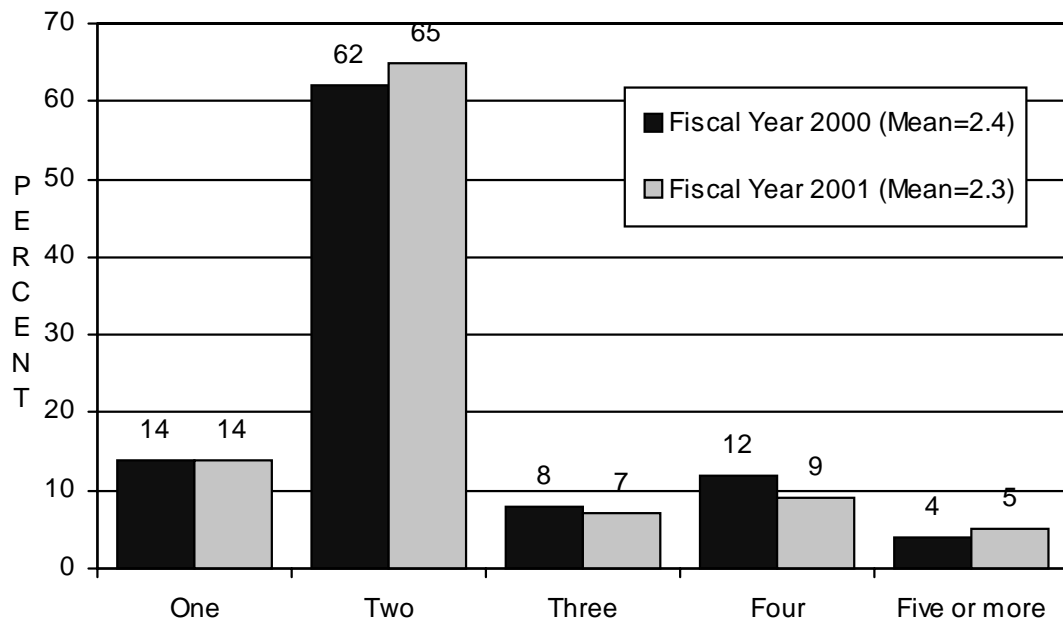
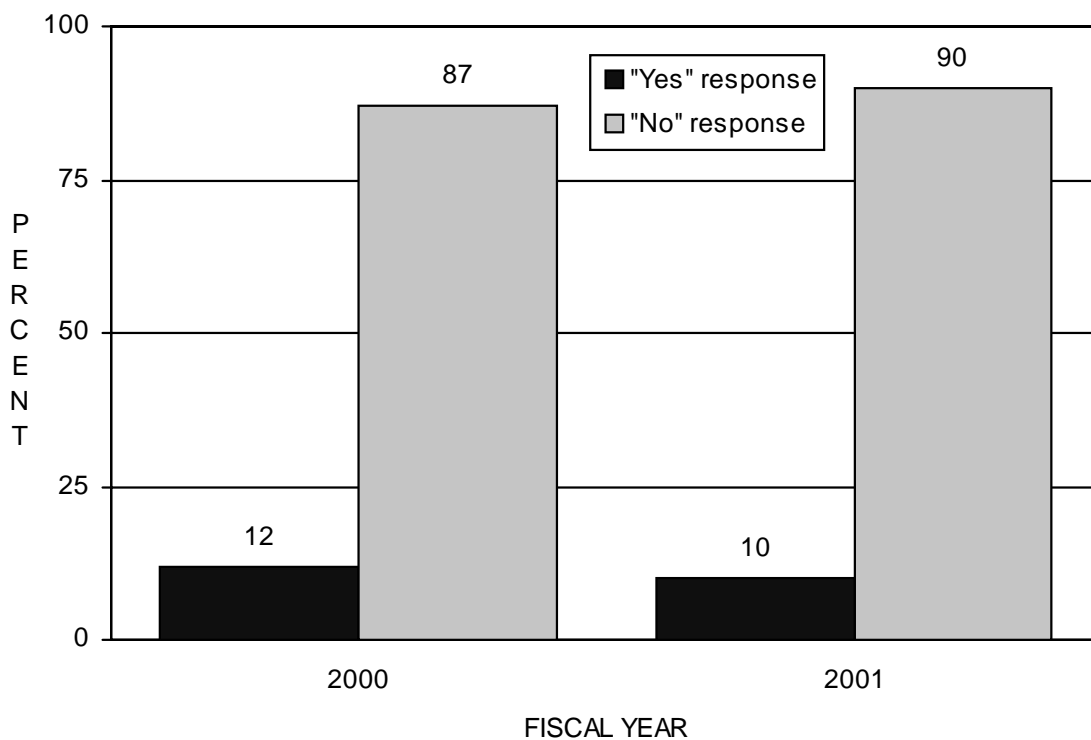


FIGURE 23
People In Party Under Age 21



Ten percent (10%) of visitors reported having people in their party under the age of 21, down significantly from 12% last year (Figure 23).

During 2001, Mesquite visitors stayed an average of 1.7 nights and 2.7 days, relatively unchanged from last year's averages (Figures 24 and 25).

FIGURE 24
Nights Stayed

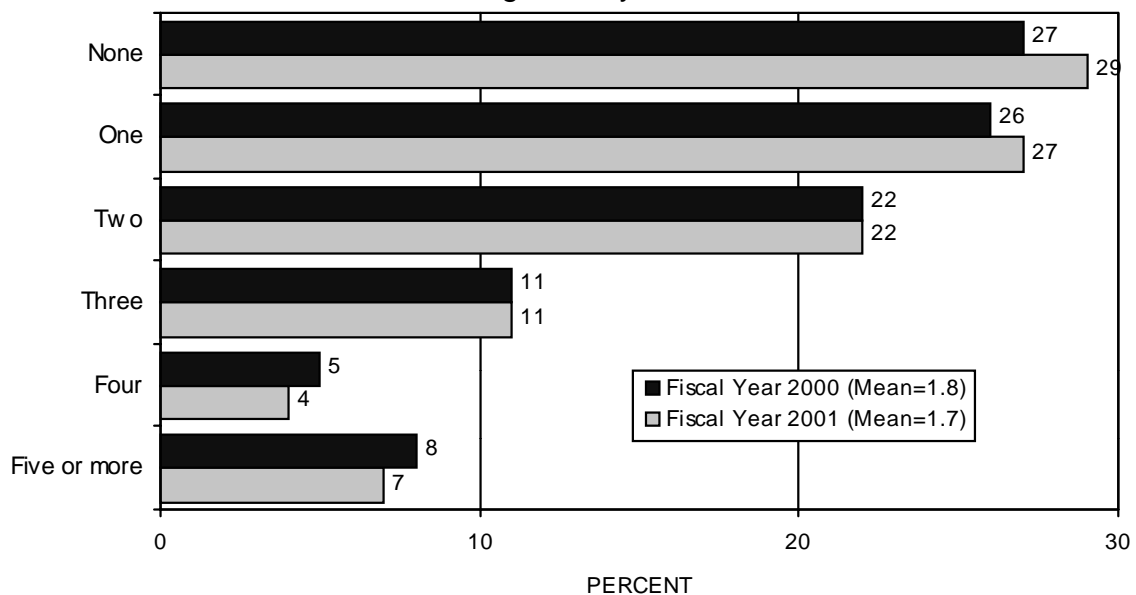


FIGURE 25
Days Stayed

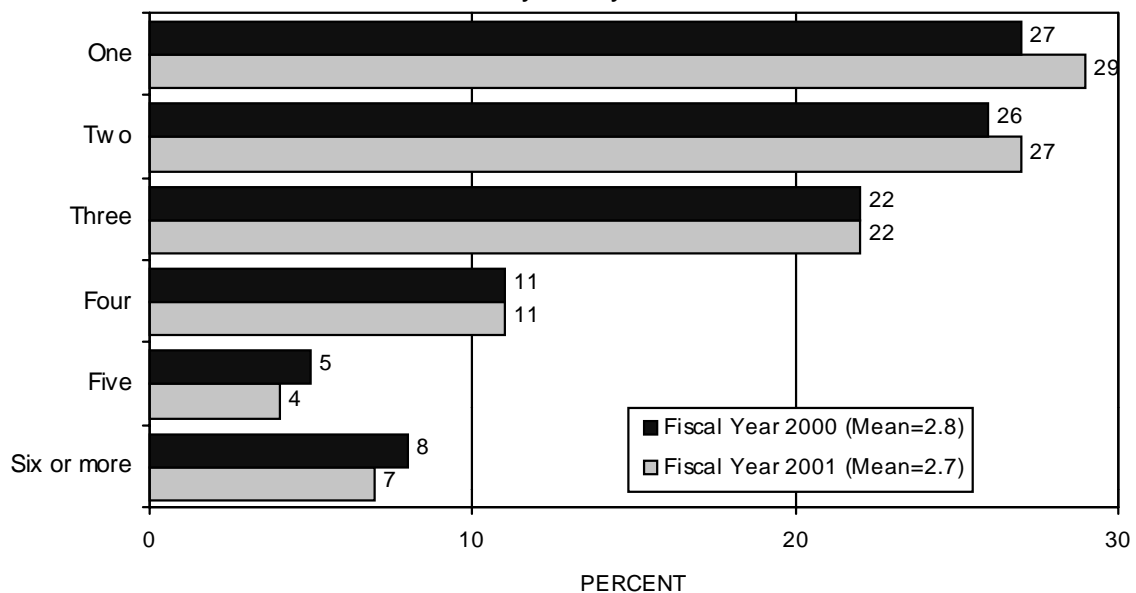
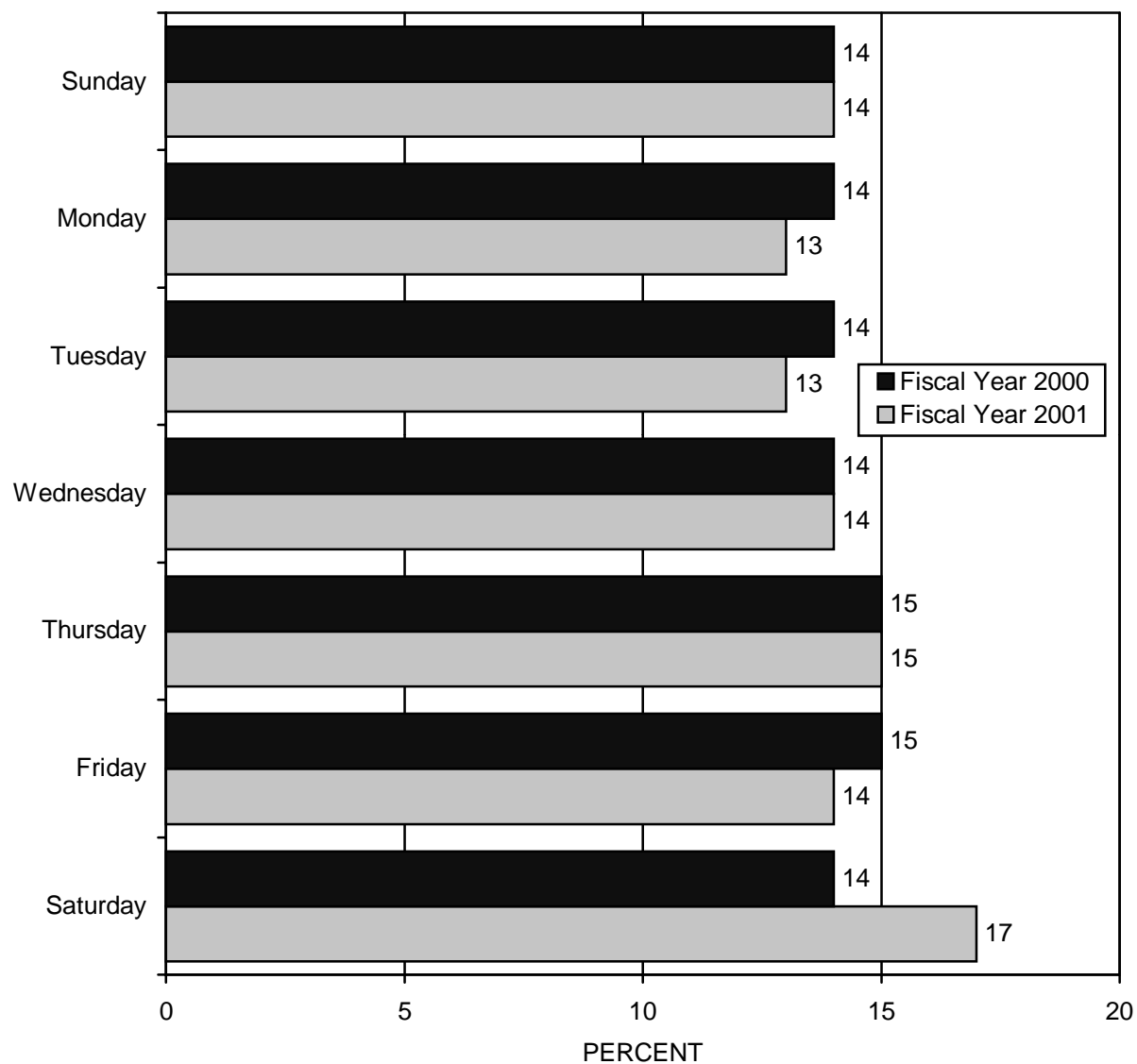
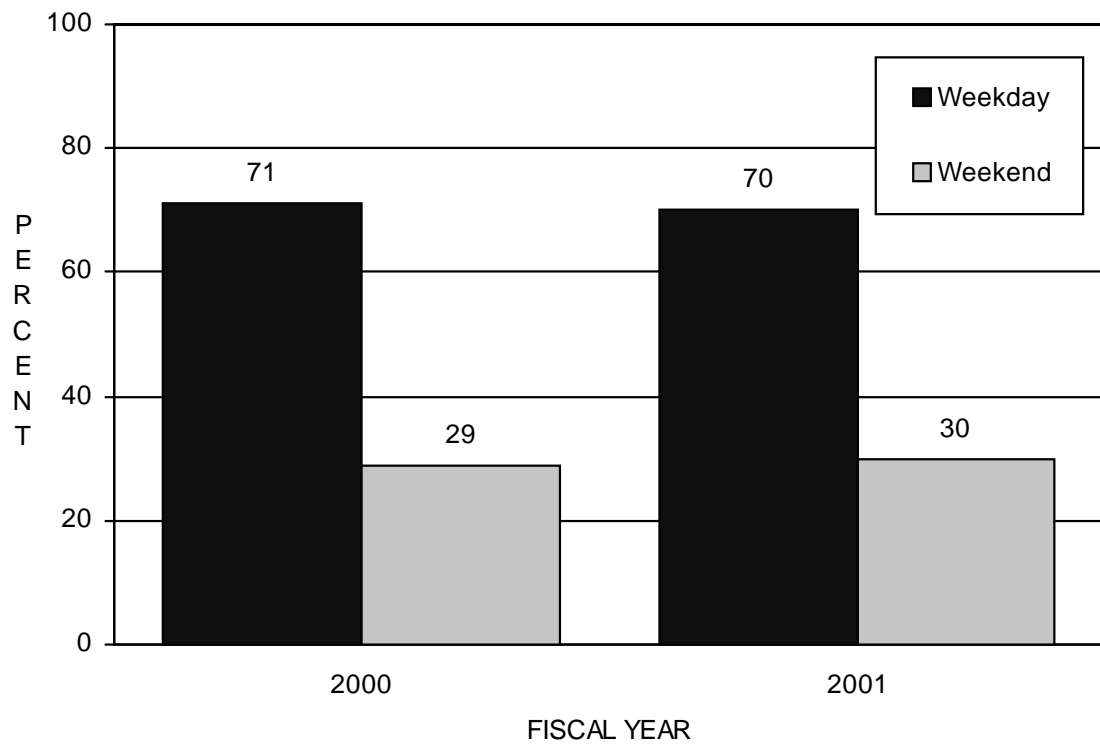


FIGURE 26
Day Of Arrival



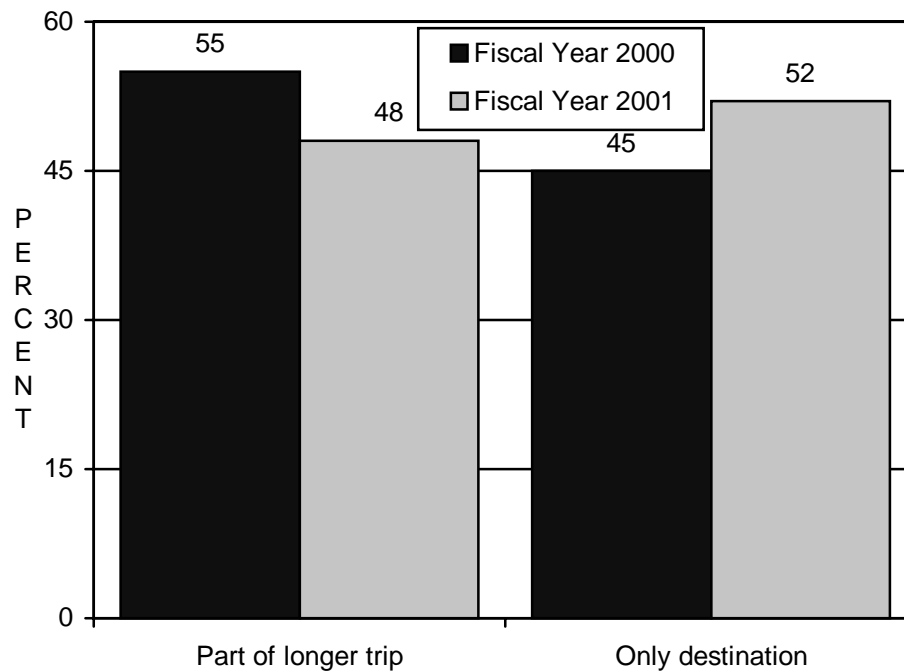
Similar to last year, Mesquite visitors are no more likely to arrive on one day than another (Figure 26). About equal proportions arrived on every day of the week.

FIGURE 27
Weekend Versus Weekday Arrival

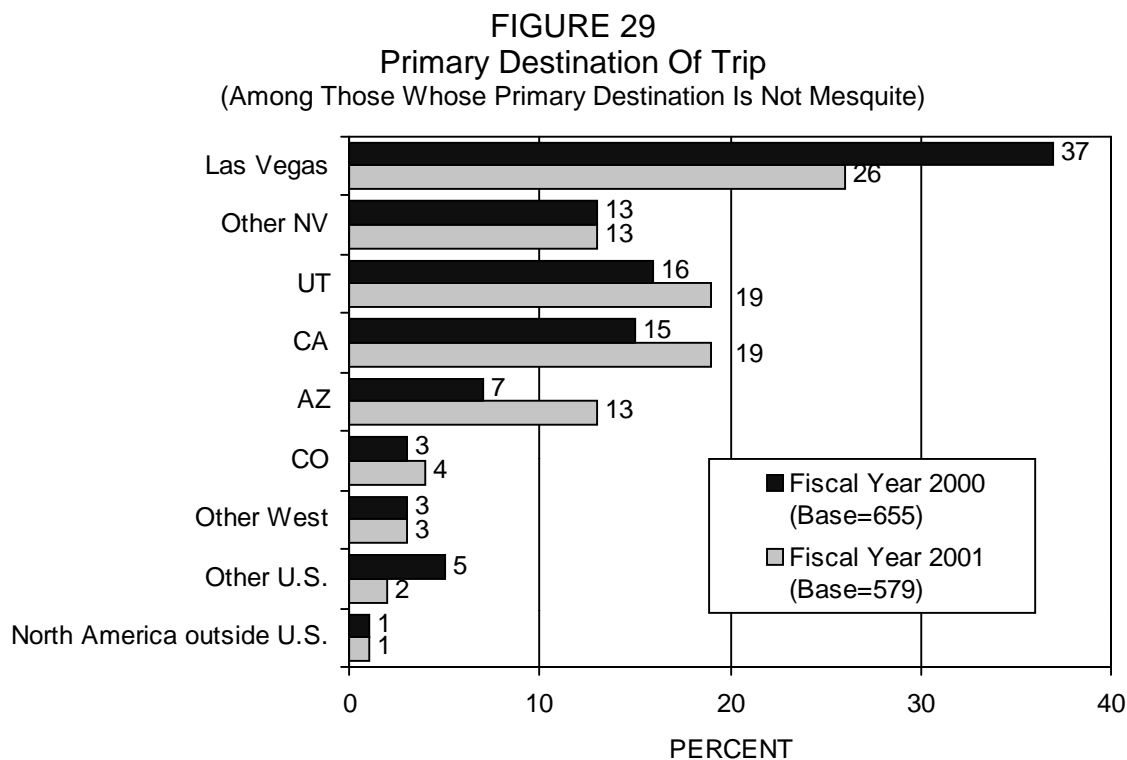


Seventy percent (70%) of visitors arrived in Mesquite between Sunday and Thursday and 30% arrived on Friday or Saturday (Figure 27). These numbers do not represent any significant changes from last year.

FIGURE 28
Whether Mesquite Visit Is Part Of A Longer Trip

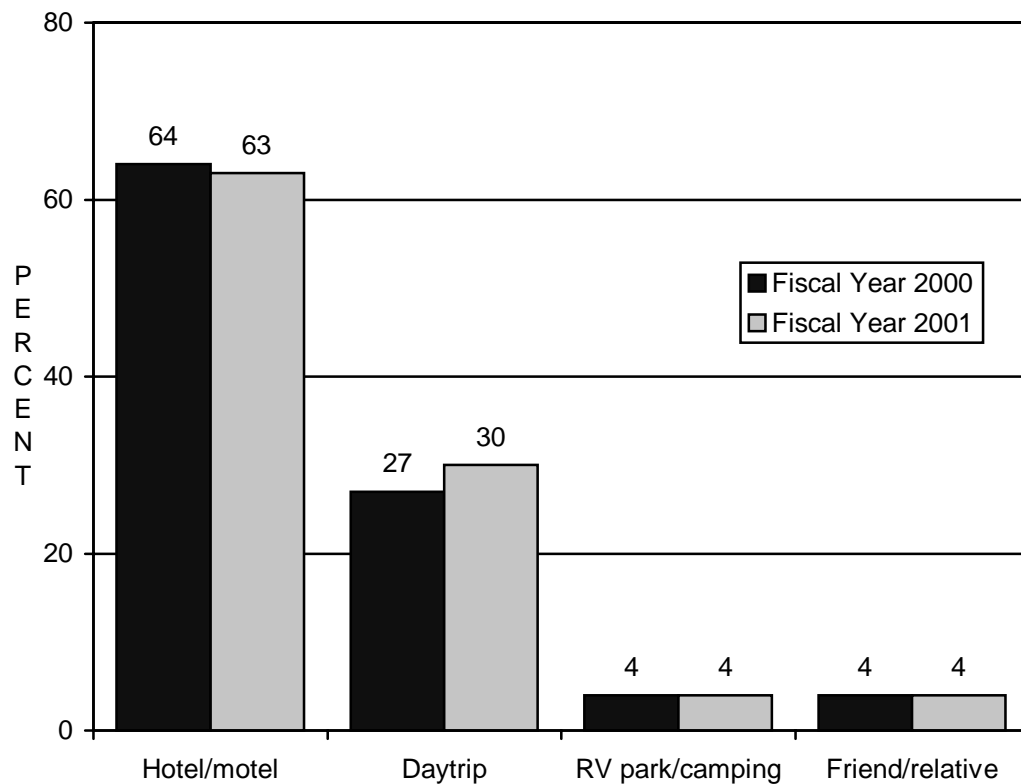


Just under one-half of Mesquite visitors (48%) said their visit to Mesquite was part of a longer trip (Figure 28), down significantly from 55% last year. More than one-half of visitors (52%) said Mesquite was their only destination, up from 45% last year.



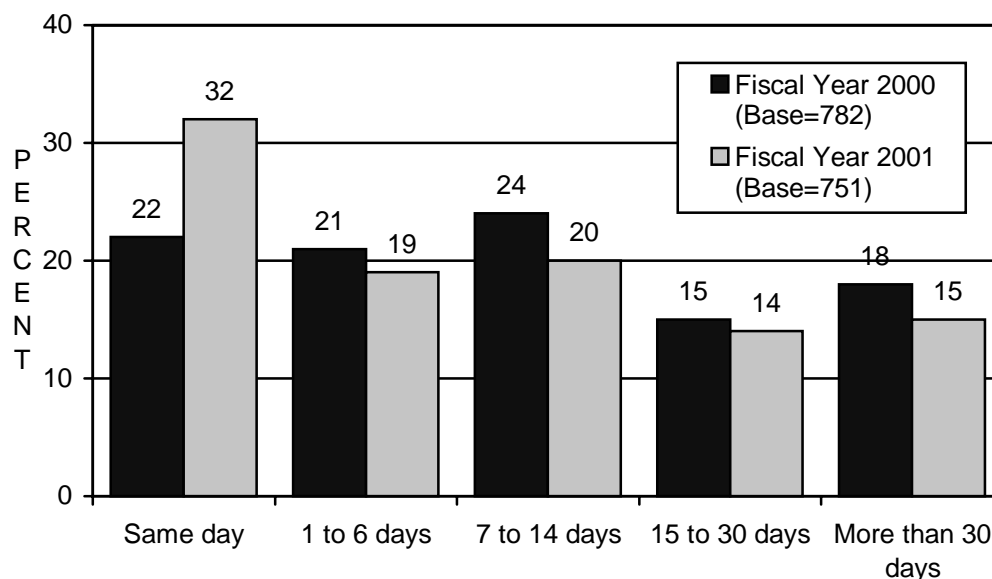
We asked visitors to name their primary destination if it was not Mesquite (Figure 29). The largest proportion of these visitors (26%) said Las Vegas, followed by Utah (19%) and California (19%), other Nevada destinations (13%), Arizona (13%), Colorado (4%), other destinations in the West (3%), other destinations in the U.S. outside the West (2%), and, finally, other North American destinations outside the U.S. (1%). The proportion saying their primary destination was Las Vegas was down from 37% in 2000 while the proportion saying Arizona was their primary destination rose from 7% one year ago.

FIGURE 30
Where Lodged

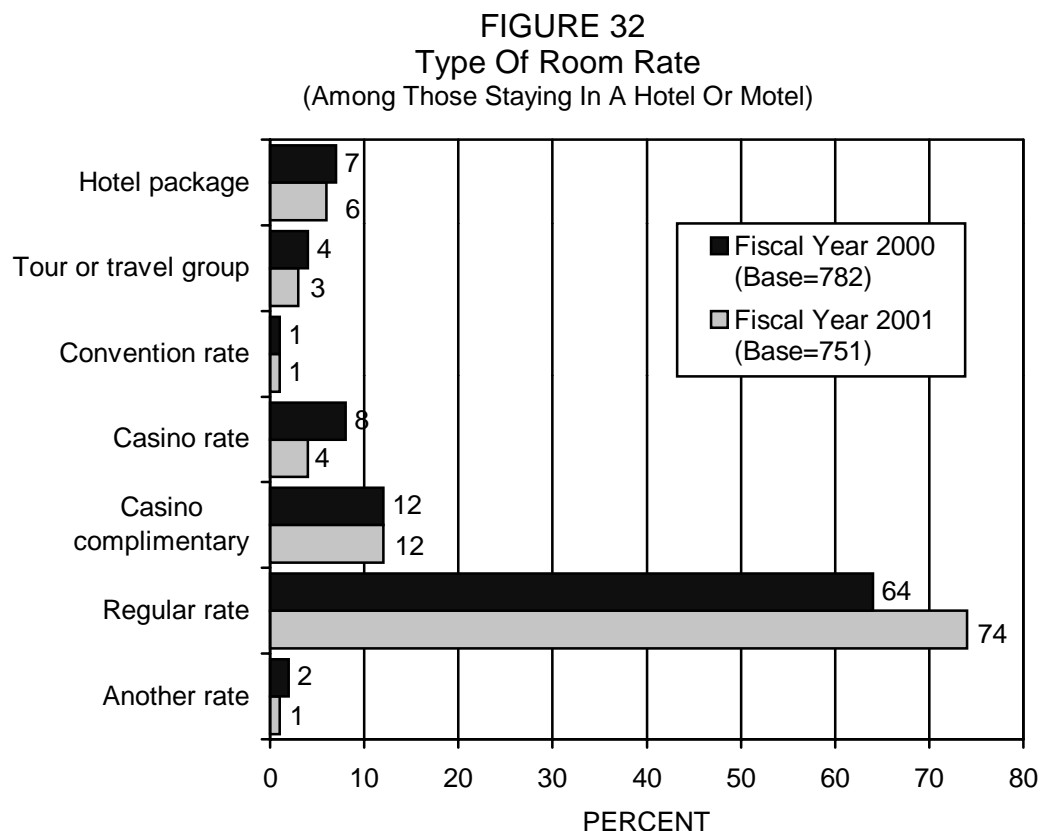


As shown in Figure 30, 63% of visitors stayed in hotels or motels, 30% were visiting Mesquite for the day, 4% were in an RV or camping, and 4% were staying with friends or relatives. These numbers are relatively unchanged from last year.

FIGURE 31
How Far In Advance Accommodations Were Booked
(Among Those Staying In A Hotel Or Motel)

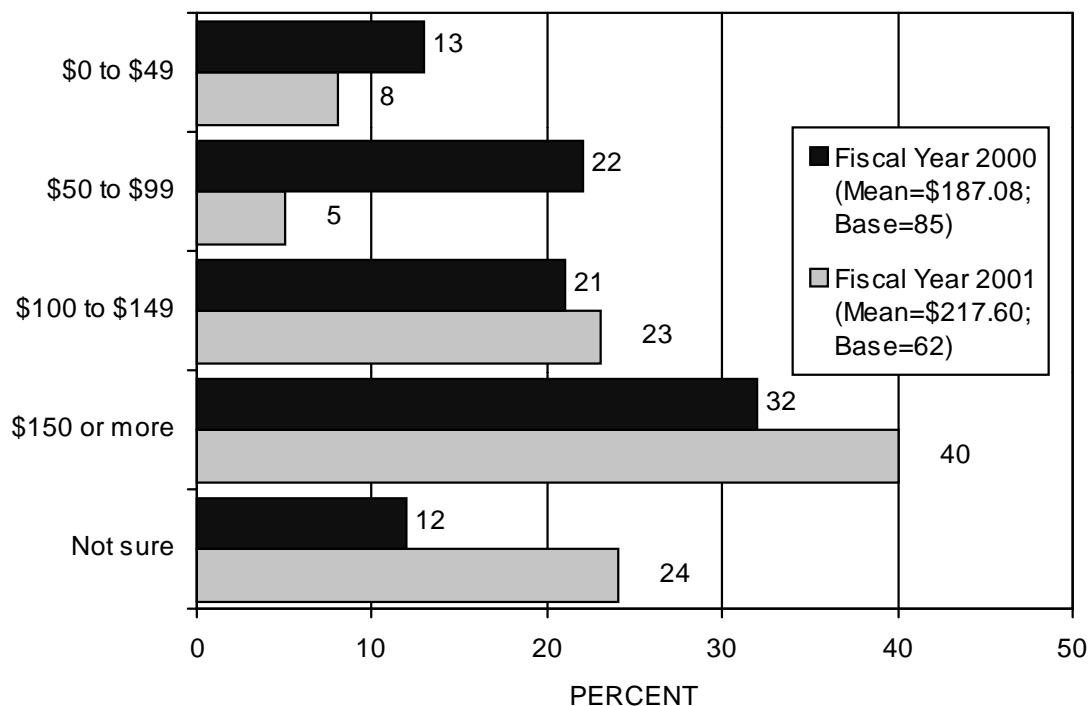


We asked those staying in a hotel, motel, or RV park how far in advance they had booked accommodations (Figure 31). Nearly one-third (32%) of visitors booked their accommodations on the day of their arrival. This is up significantly from 22% last year. Nineteen (19%) percent of visitors booked one to six days in advance, 20% booked seven to 14 days in advance (a slight decrease from 24% last year), 14% booked 15 to 30 days in advance, and 15% booked more than 30 days in advance.



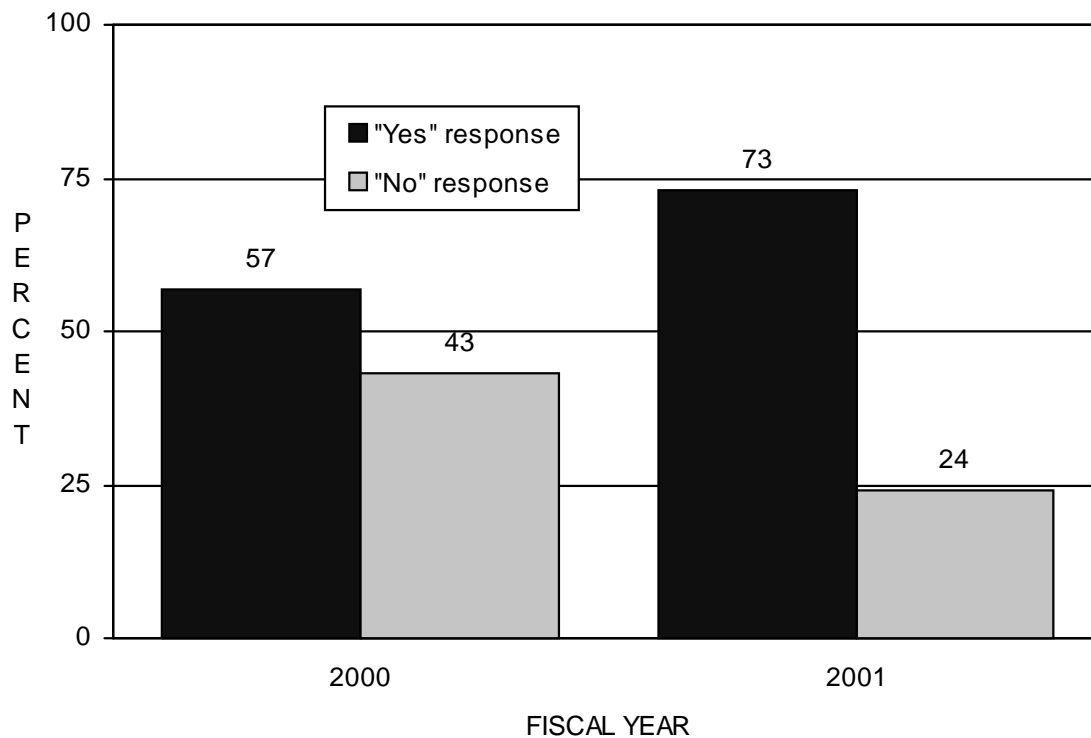
We asked those staying in a hotel or motel what type of room rate they had received for their accommodations (Figure 32). Most (74%) said they paid a regular room rate, up significantly from 64% in 2000. Nine percent (9%) of lodgers paid some type of group rate, with 6% saying it was a package rate and 3% saying it was a tour or travel group rate. Four percent (4%) received a special casino rate (down significantly from last year's 8%) and 12% received a casino complimentary rate. Only 1% said they paid some other rate.

FIGURE 33
Cost Of Package — Per Person
(Among Those Who Bought A Package)



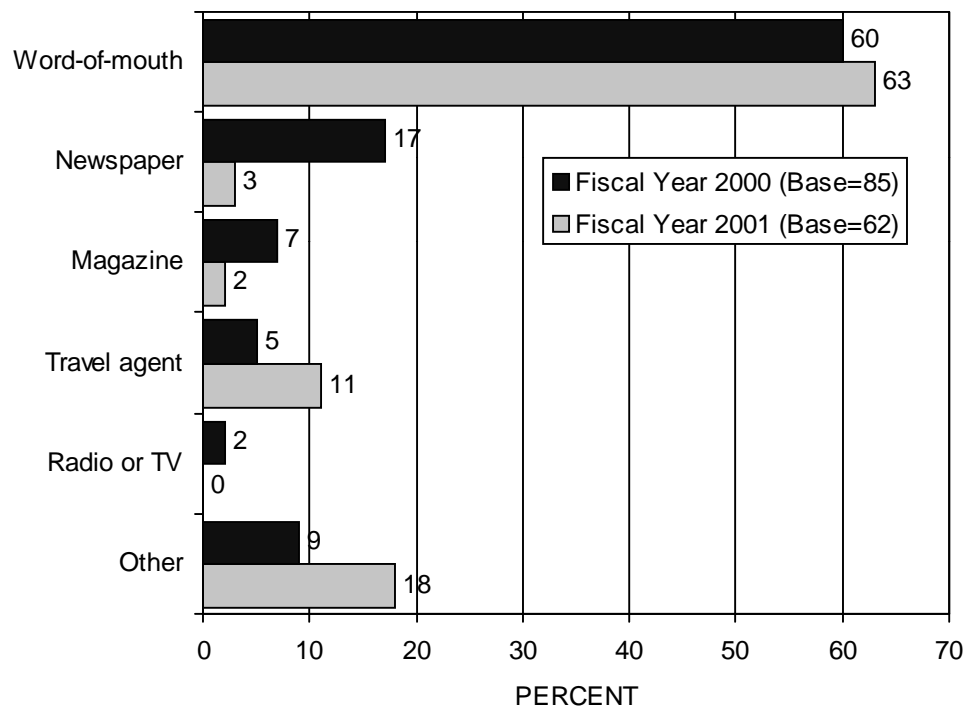
We asked for the package cost from visitors who had purchased a hotel, airline, or tour/travel group package (Figure 33). Eight percent (8%) of these visitors paid less than \$50 for their package, while 5% paid \$50-\$99 on their package deal (down significantly from 22% in 2000). Another 23% paid between \$100 and \$149 and 40% paid \$150 or more. Twenty-four (24%) percent of visitors were not sure of or didn't know how much their package was per person, up slightly from last year's 12%. The average per-person package cost was \$217.60, not significantly changed from \$187.08 last year.

FIGURE 34
Package Purchased Directly From A Hotel
(Among Those Who Bought A Package)

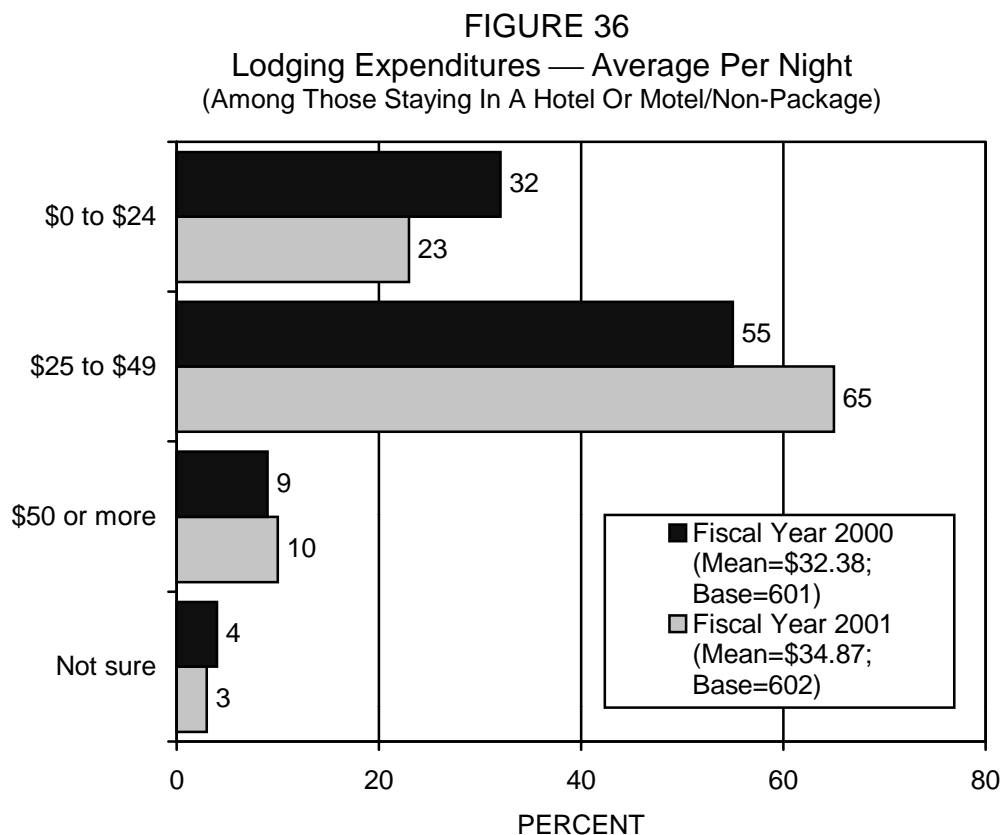


We asked visitors who purchased a package if they had purchased it directly from the hotel, and 73% said yes (Figure 34). This is significantly higher than the 57% of visitors who purchased a package directly from a hotel last year.

FIGURE 35
Where First Heard About The Package
(Among Those Who Bought A Package)

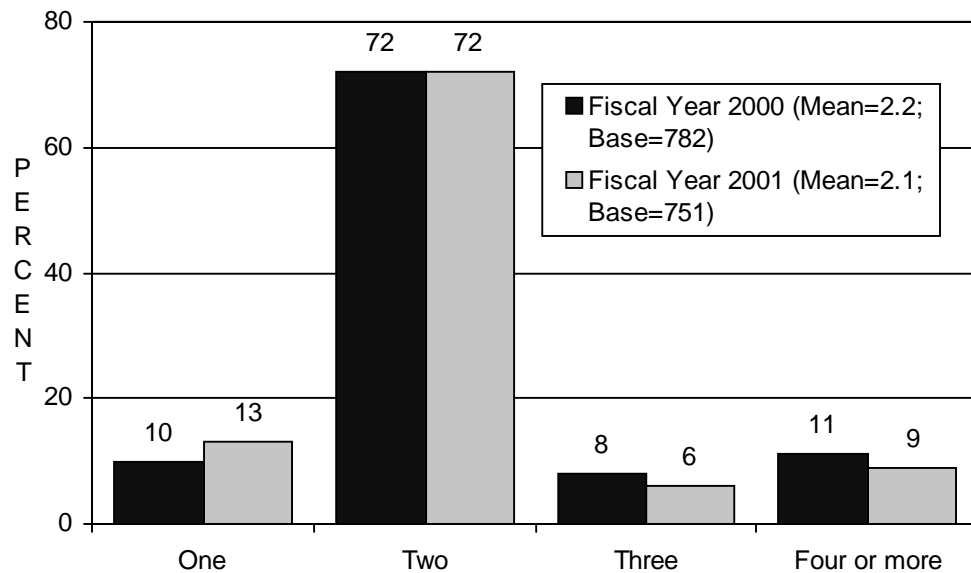


Most package purchasers (63%) said they first heard about the package from friends, co-workers, or relatives (word-of-mouth). Just 3% heard about their package from a newspaper, which is significantly lower than 17% last year. Eleven percent (11%) said they learned of their package from their travel agent, 2% from a magazine (down from 7% last year), and 18% learned about their package from other sources (Figure 35).



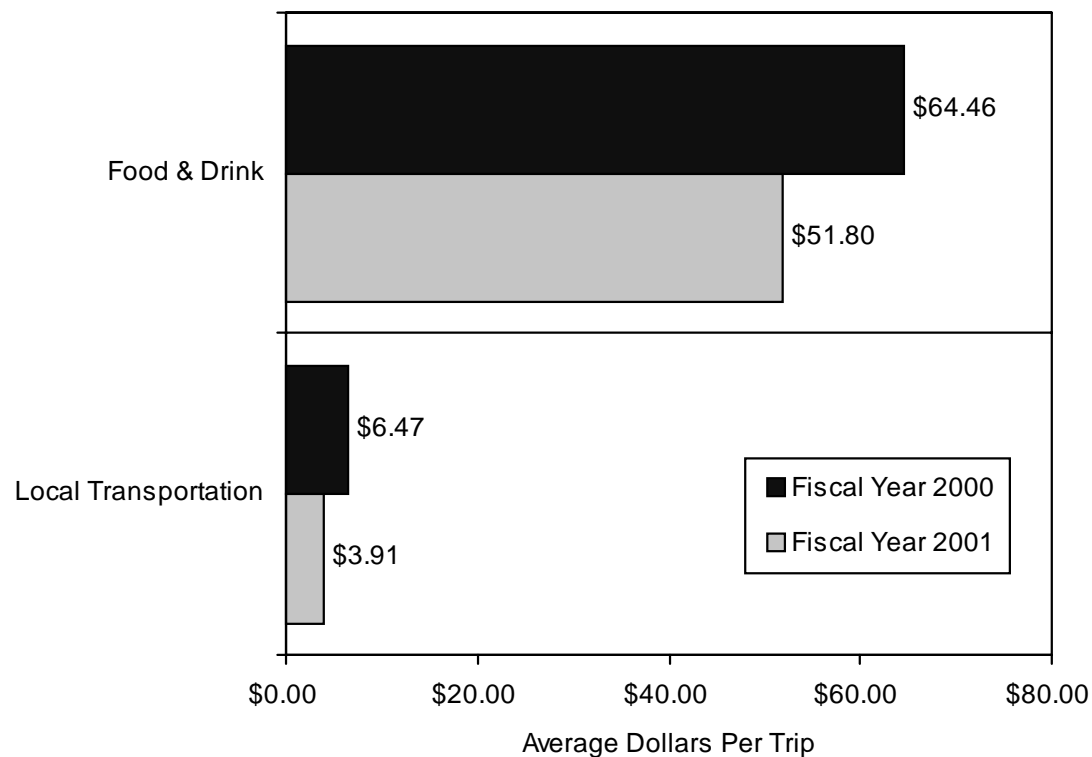
Just under one quarter (23%) said the average per-night cost of their hotel or motel room (non-package) was under \$25. This is significantly lower than the 32% who gave this response last year (Figure 36). More than six in ten visitors (65%) reported spending between \$25 and \$49 per night on their room, which is a significant increase from 55% last year. Another 10% spent between \$50 and \$99. The mean (average) expenditure was \$34.87, up significantly from \$32.38 last year.

FIGURE 37
Number Of Room Occupants
(Among Those Staying In A Hotel Or Motel)



As Figure 37 shows, most Mesquite visitors (72%) reported two room occupants, which is unchanged from last year. The average (mean) number of room occupants was 2.1.

FIGURE 38
Average Trip Expenditures On Food & Drink —
And Local Transportation
(Including Visitors Who Spent Nothing In That Category)



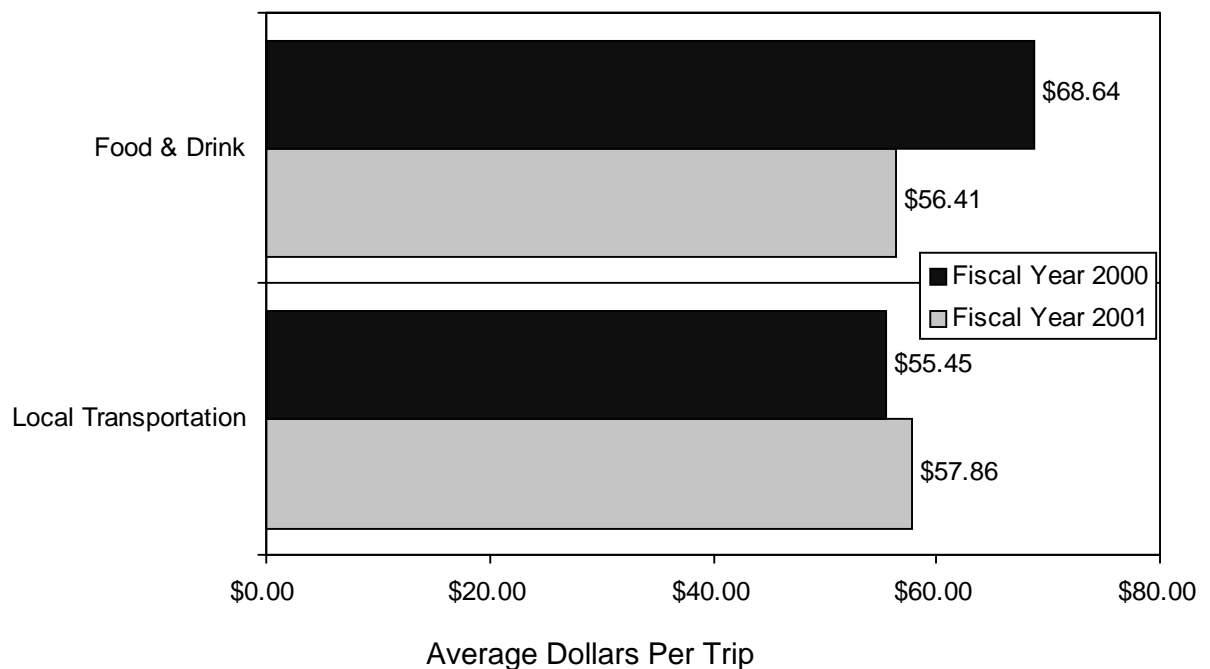
We asked all visitors about their daily expenditures on food and drink and on local transportation.

Figure 38 shows the average trip expenditures *including visitors who said they spent nothing in that category*. In the current study, the average food and drink expenditure was \$51.80, significantly lower than the \$64.46 per trip average for last year.

The average local transportation expenditure was \$3.91; this is again significantly lower than \$6.47 per trip average of 2000.

* Trip expenditures are calculated by multiplying respondents' estimated daily expenditures by the number of days they had spent in Mesquite on their most recent trip.

FIGURE 39
Average Trip Expenditures On Food & Drink —
And Local Transportation
(Among Those Who Spent Money In That Category*)

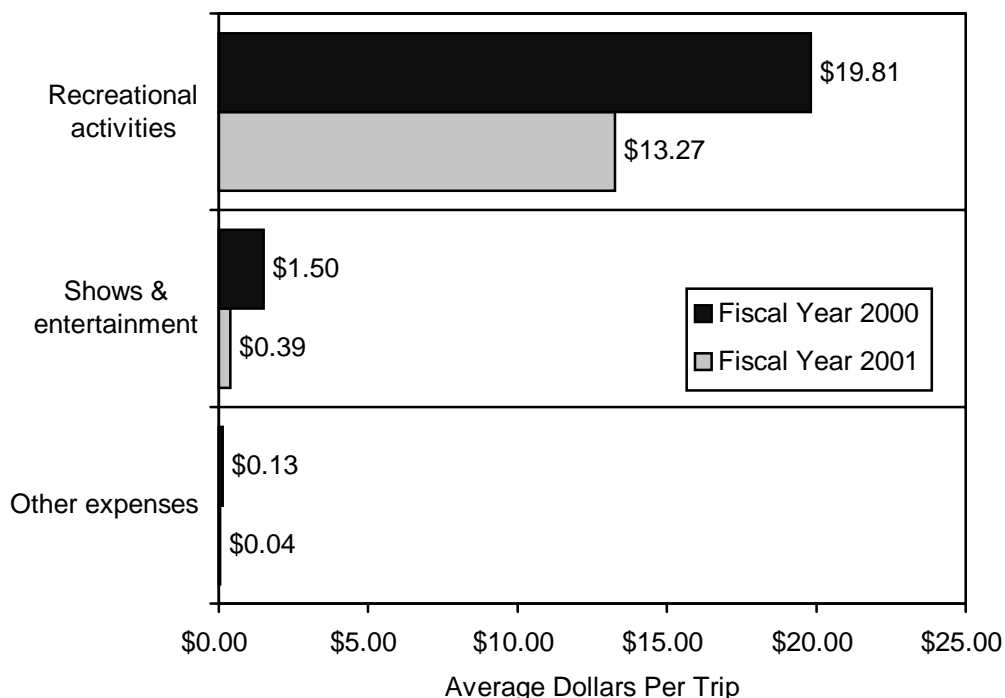


Among visitors who indicated they spent money in these categories, average food and drink expenditures in the current study were \$56.41 per trip, which is significantly lower than last year's average of \$68.64 (Figure 39). Average local transportation expenditures were \$57.86 per trip, little changed from \$55.45 last year.

* Percentages of respondents who spent money in each category are shown in the following table:

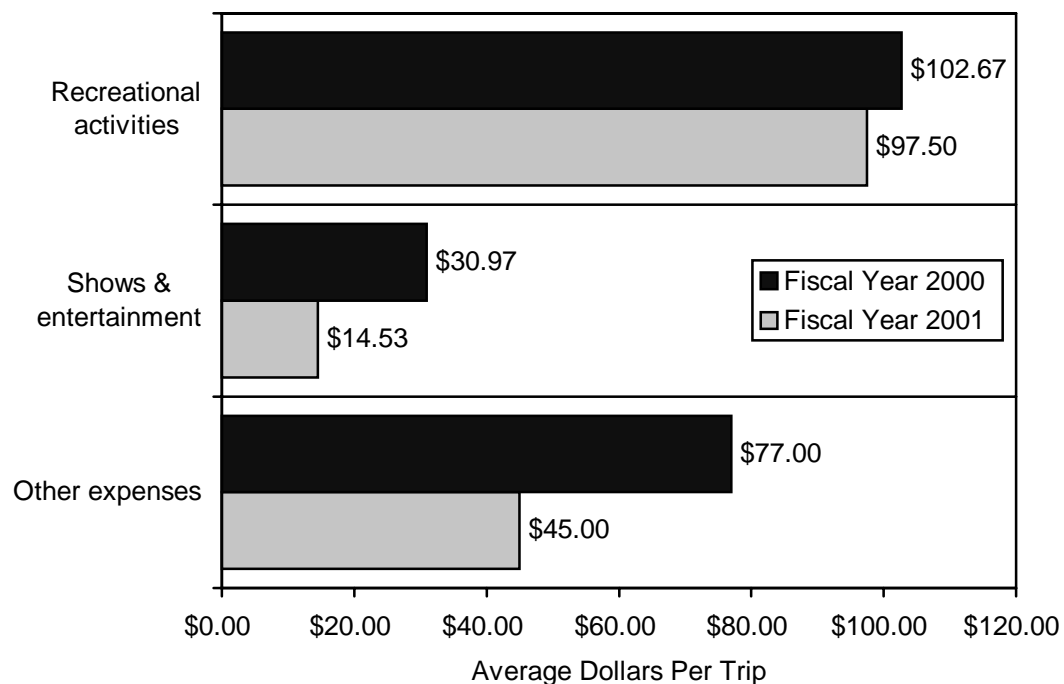
	Fiscal Year 2000	Fiscal Year 2001
<u>Food and Drink</u>		
Base size	(1127)	(1103)
Proportion of total	94%	92%
<u>Local Transportation</u>		
Base size	(141)	(82)
Proportion of total	12%	7%

FIGURE 40
Average Trip Expenditures On Recreational Activities,
Shows And Entertainment, And Other Expenses
(Including Visitors Who Spent Nothing In That Category)



We asked all visitors about the amount of money they spent on recreational activities, shows and entertainment, and other expenses during their visit to Mesquite. Figure 40 shows these average expenditures *including visitors who said they spent nothing in each category*. The average total spent on recreational activities this year was \$13.27, significantly lower than the 2000 study average of \$19.81. The average total spent on shows was \$0.39 per trip, also significantly lower than \$1.50 from the previous year. There was no significant change in the amount spent on other expenses, with an average of \$0.04 per trip in this year's study.

FIGURE 41
Average Trip Expenditures On Recreational Activities,
Shows And Entertainment, And Other Expenses
(Among Those Who Spent Money In That Category*)



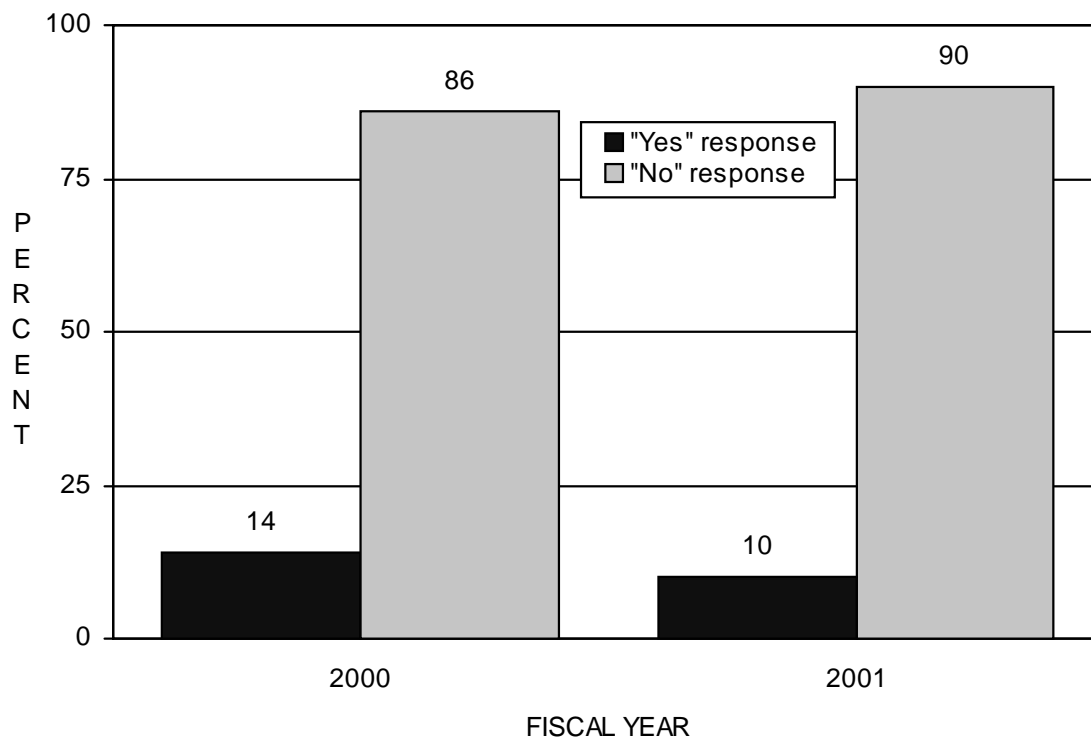
Considering only visitors who spent money in that category, the average total expenditure for recreational activities in 2001 was \$97.50 (little changed from \$102.67 last year). The average total spent on shows was \$14.53, down significantly from \$30.97 last year, while \$45.00 per trip was spent on other expenses (not a significant difference from last year as well).

* Percentages of respondents who spent money in each category are shown in the following table:

	Fiscal Year 2000	Fiscal Year 2001
<u>Recreation</u>		
Base size	(242)	(194)
Proportion of total	20%	16%
<u>Shows</u>		
Base size	(60)	(32)
Proportion of total	5%	3%
<u>Other</u>		
Base size*	(2)	(1)
Proportion of total	0%	0%

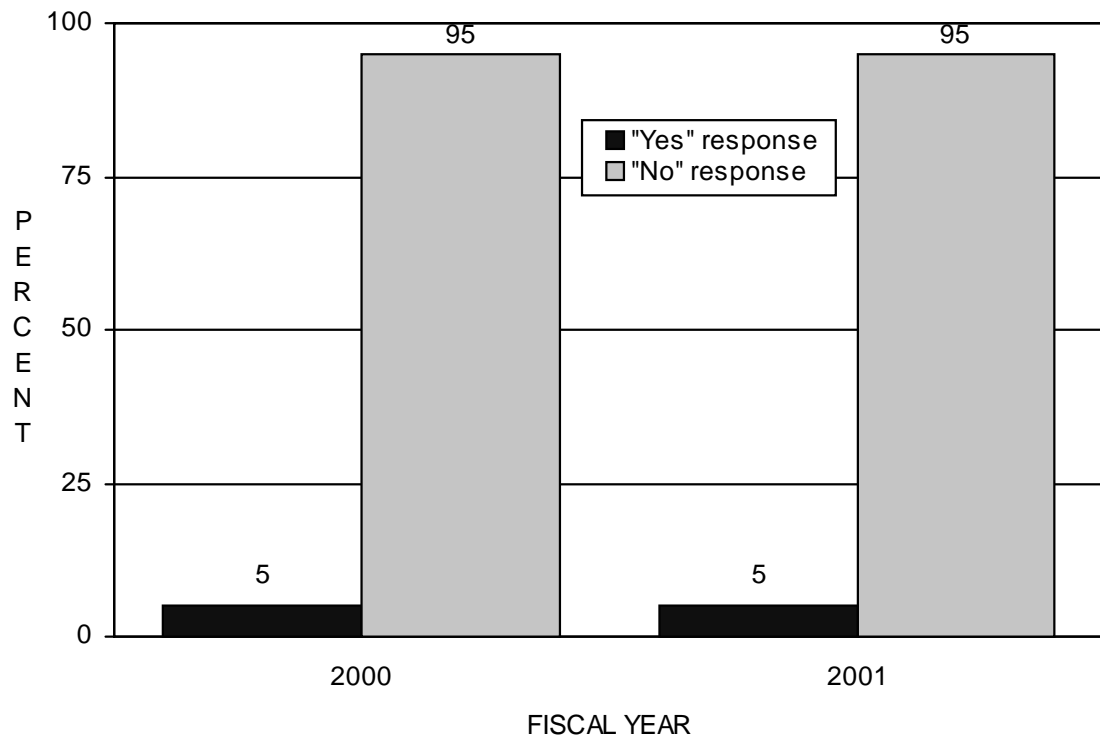
* Note extremely small base sizes

FIGURE 42
Whether Played Golf While Visiting Mesquite



Ten percent (10%) of Mesquite visitors said they played golf while visiting Mesquite (Figure 42), a significant decrease from 14% in 2000.

FIGURE 43
Whether Stopped By The Mesquite Visitors Center



Only 5% of visitors said they stopped by the Mesquite Visitors Center while in Mesquite (Figure 43). This number has not changed in the past year.

GAMING BEHAVIOR AND BUDGETS

Nearly nine in ten Mesquite visitors (89%) gambled while in Mesquite – unchanged from last year (Figure 44).

FIGURE 44
Whether Gambled While in Mesquite

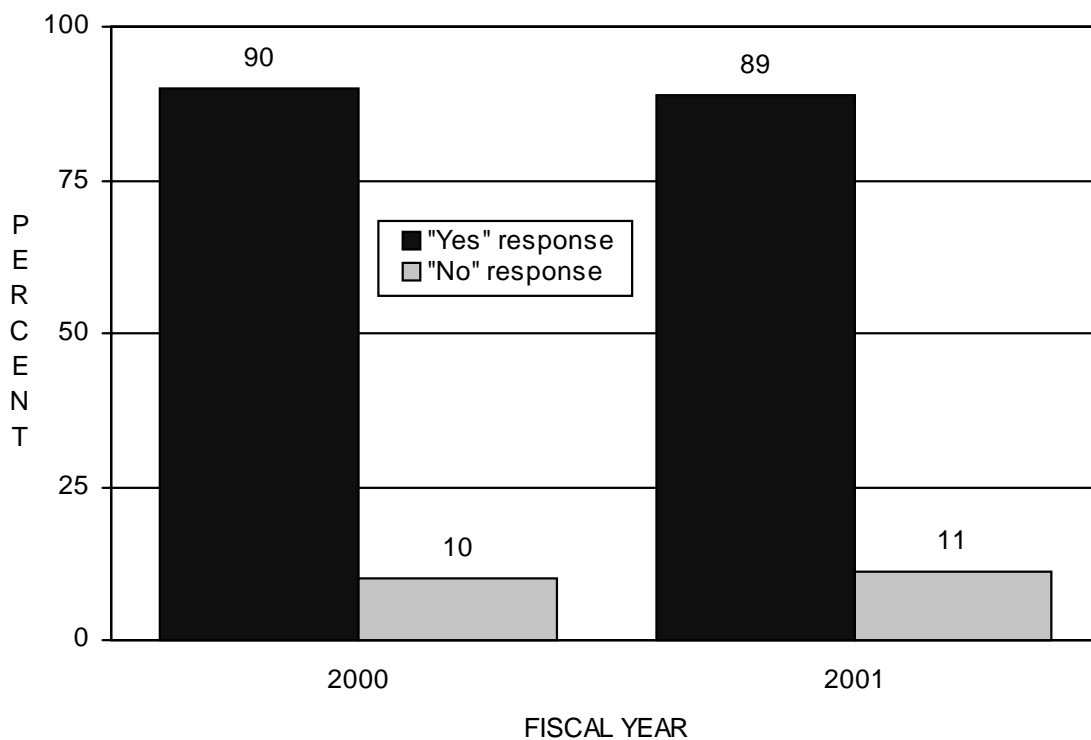
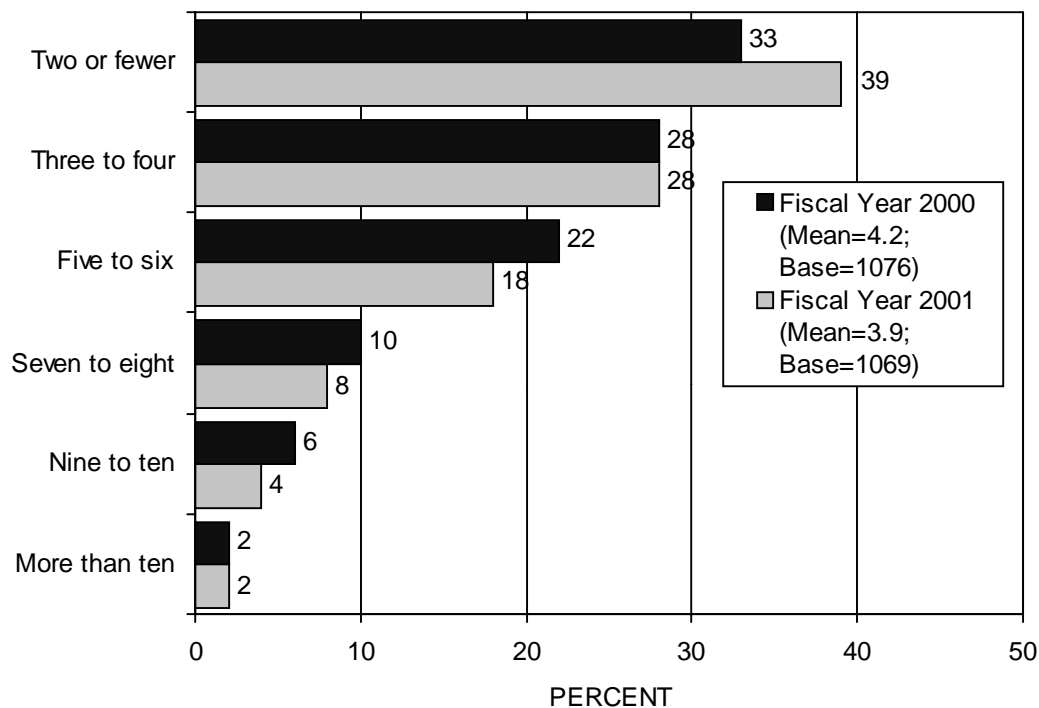
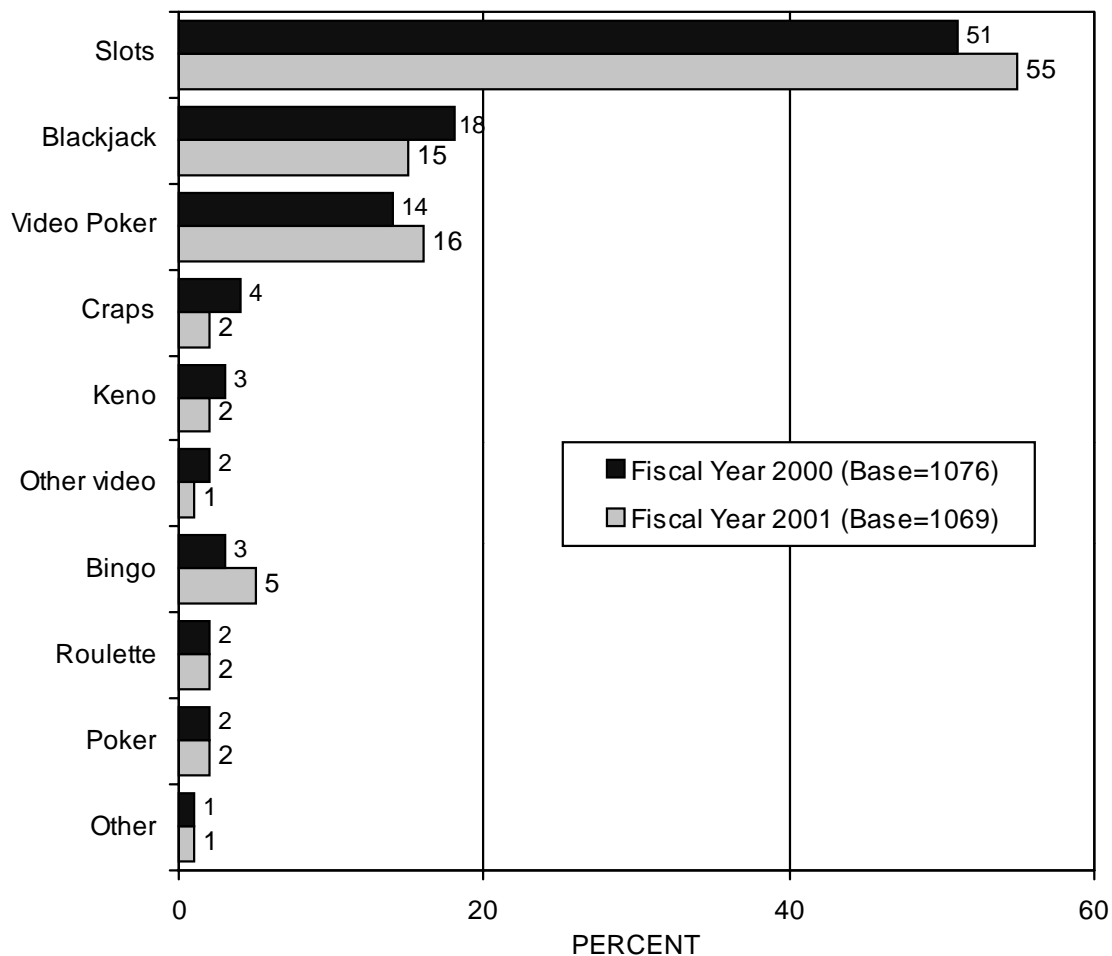


FIGURE 45
Hours Of Gambling — Average Per Day
(Among Those Who Gambled)



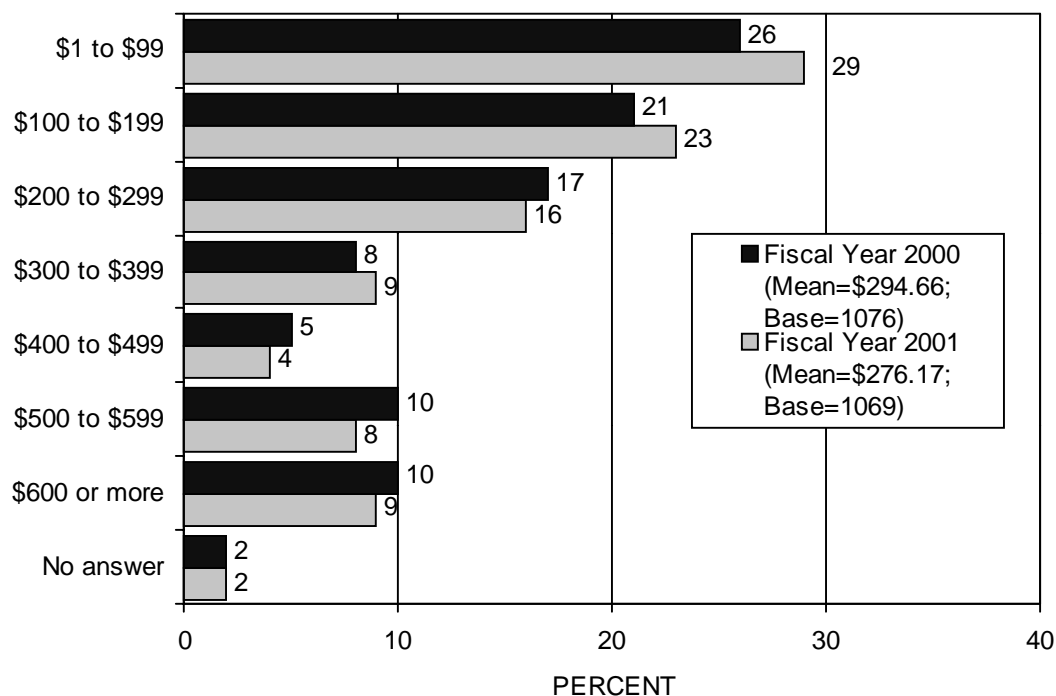
Among those who gambled while in Mesquite, more than two-thirds (67%) spent four hours or less gambling daily (Figure 45). The mean (average) number of hours spent gambling was 3.9, significantly lower than 4.2 last year.

FIGURE 46
Casino Game Played Most Often
(Among Those Who Gambled)



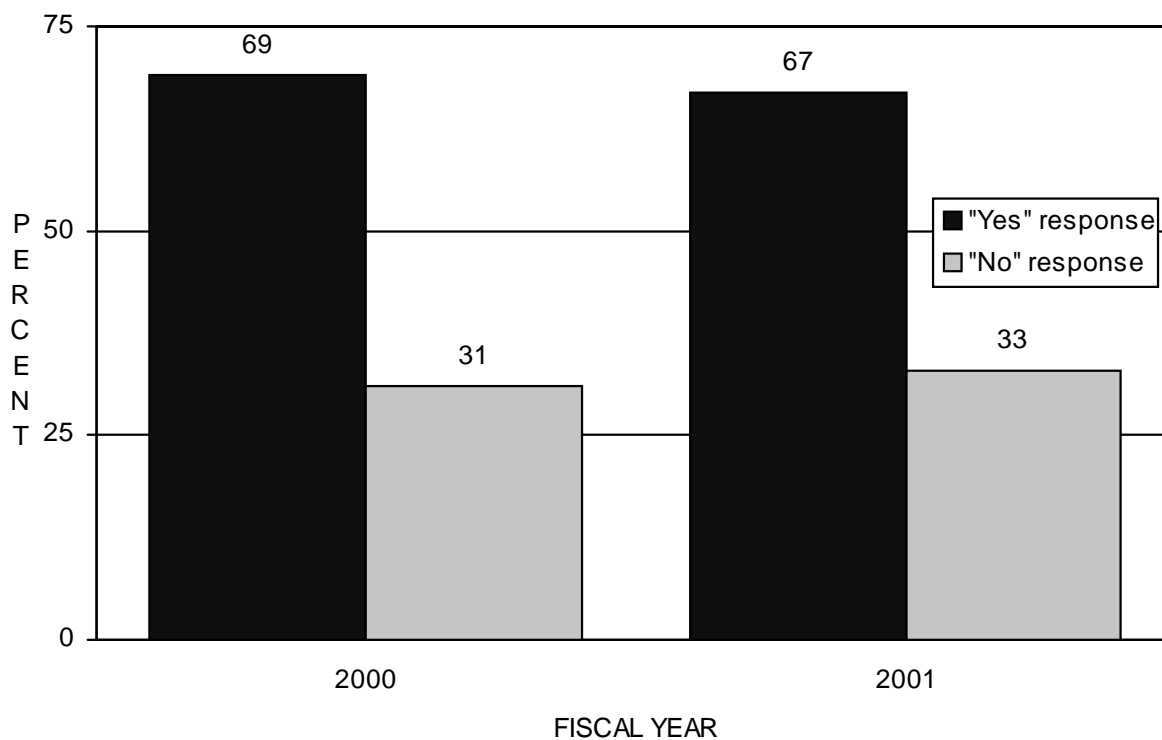
As Figure 46 shows, more than five in ten (55%) gamblers in 2001 played slot machines most often (slightly higher than 51% in 2000), followed by blackjack (15%) and video poker machines (16%). Gamblers played bingo (5%) significantly more than last year (3%), while those playing craps (2%) decreased significantly from 4% in 2000.

FIGURE 47
Trip Gambling Budget
(Among Those Who Gambled)



The average trip gambling budget in 2001 is \$276.17, not significantly different than \$294.66 from one year ago (Figure 47). Just over one-half of gamblers (52%) said they budgeted between \$1 and \$199 per day, and another 46% said they budgeted more than \$200 per day.

FIGURE 48
Gambling Outside Mesquite



Almost seven in ten visitors (67%) said they had gambled outside Mesquite in the past year (Figure 48), a finding little changed from last year.

ATTITUDINAL INFORMATION

Virtually all visitors gave Mesquite a high satisfaction rating. Mesquite received an overall “satisfied” rating of 99%, one percentage point higher than 98% last year. Ninety-one percent (91%) of visitors were “very” satisfied with their visit to Mesquite in the 2001 survey, and 8% were “somewhat” satisfied (Figure 49). Only 1% of the 1200 surveyed said they were at all dissatisfied with their visit to Mesquite, which is significantly lower than the 2% satisfaction rate last year.

FIGURE 49
Satisfaction With Visit

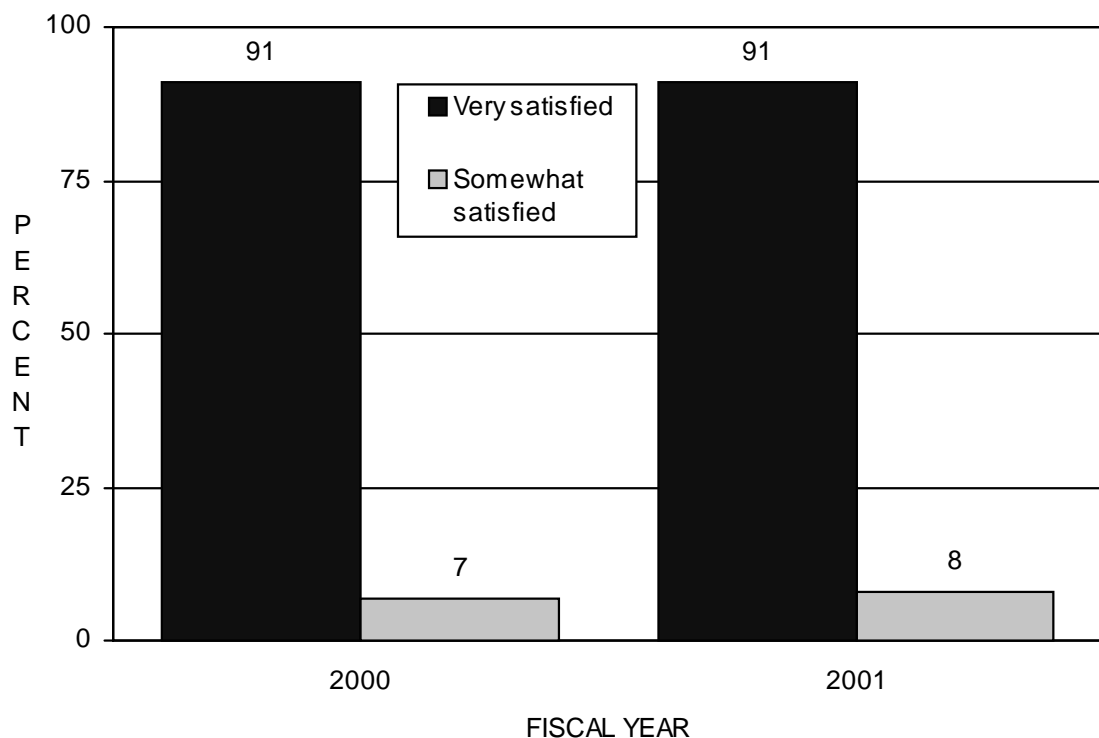
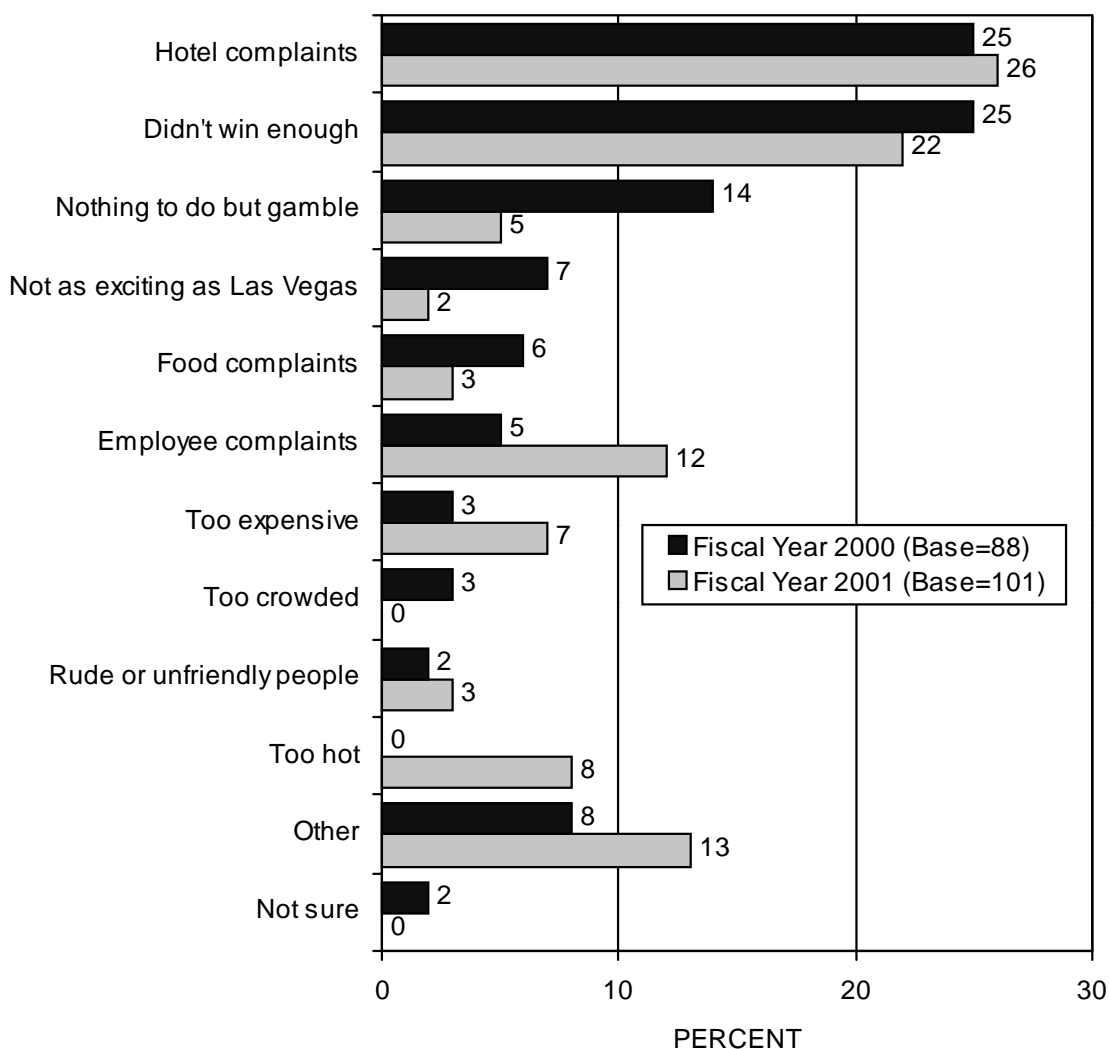
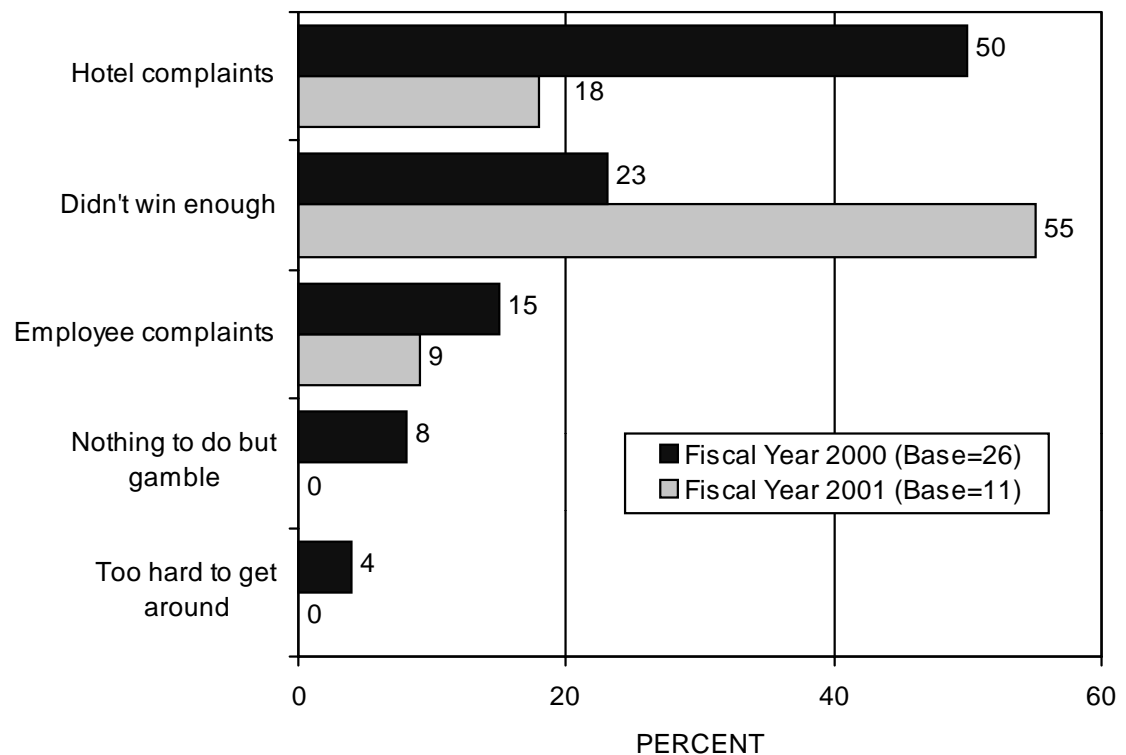


FIGURE 50
Why Not "Very" Satisfied With Visit
(Among Those Who Were "Somewhat" Satisfied)



Those who were "somewhat" satisfied were asked why they were not "very" satisfied (Figure 50). Of the 101 respondents in this category, one-quarter (26%) had hotel complaints and a similar proportion (22%) said they did not win enough money. Five percent (5%) said there was nothing to do in Mesquite but gamble, which is significantly lower than those giving this response last year (14%). Complaints about employees rose from 5% last year to 12% this year. Other complaints included the heat (8%), the expense (7%), the food (3%), rude or unfriendly people (3%), and not being as exciting as Las Vegas (2%). Another 13% named some other complaint as well.

FIGURE 51
Why Dissatisfied With Visit
(Among Those Who Were Dissatisfied)



Those who were dissatisfied were asked why they were not “very” satisfied (Figure 51). Of the 11 respondents in this category, eighteen percent (18%) had hotel complaints, which is significantly lower than 50% last year. More than half (55%) said they did not win enough money, higher than 23% in 2000.

VISITOR DEMOGRAPHICS

As Figures 52 and 53 show, respondents to the 2001 Mesquite Visitor Profile were likely to be married (77%), white (92%), over 50 years old (61%), and from Western states (81%). Respondents were more likely to be employed (53%) than retired (41%). There were more retired respondents in this year's study than in the prior year (37%). Respondents were likely to have a high school diploma or less (46%) and a household income of less than \$60,000 (60%).

FIGURE 52
VISITOR DEMOGRAPHICS

	FISCAL YEAR 2000	FISCAL YEAR 2001
<u>GENDER</u>		
Male	54%	55%
Female	46	46
<u>MARITAL STATUS</u>		
Married	78	77
Single	11	12
Separated/divorced	7	7
Widowed	4	4
<u>EMPLOYMENT</u>		
Employed	56	53
Unemployed	2	1
Student	1	1
Retired	37	41
Homemaker	5	5
<u>EDUCATION</u>		
High school or less	43	46
Some college	30	24
College graduate	25	28
Trade/vocational school	2	2
<u>AGE</u>		
21 to 29	7	8
30 to 39	15	13
40 to 49	21	19
50 to 59	23	24
60 to 64	12	12
65 or older	22	25
MEAN	51.8	52.9
BASE	(1200)	(1200)

FIGURE 53
VISITOR DEMOGRAPHICS
(Continued/2)

	FISCAL YEAR 2000	FISCAL YEAR 2001
<u>ETHNICITY</u>		
White	93%	92%
African-American/Black	1	1
Asian/Asian American	1	1
Hispanic/Latino	3	3
Other	2	2
<u>HOUSEHOLD INCOME</u>		
Less than \$20,000	5	4
\$20,000 to \$39,999	20	28
\$40,000 to \$59,999	32	28
\$60,000 to \$79,999	14	13
\$80,000 or more	15	14
Not sure/no answer	14	13
<u>VISITOR ORIGIN</u>		
<u>U.S.A.</u>	<u>92</u>	<u>93</u>
Eastern states [*]	2	2
Southern states [†]	3	2
Midwestern states [‡]	6	8
<u>Western states[§]</u>	<u>81</u>	<u>81</u>
<u>California</u>	10	10
Southern California	9	8
Northern California	2	2
<u>All Other West</u>	<u>71</u>	<u>71</u>
Utah	41	36
Arizona	4	4
Greater Las Vegas	8	11
Other West	18	20
No ZIP code given	0	0
<u>Foreign</u>	<u>8</u>	<u>7</u>
BASE	(1200)	(1200)

^{*} Eastern states: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.

[†] Southern states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

[‡] Midwestern states: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

[§] Western states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming.

APPENDIX:

**QUESTIONNAIRE WITH
AGGREGATE RESULTS**

RESPONDENT ID# _____

INTERVIEW DATE: ____/____/____

INTERVIEW DAY:

SUNDAY..... 16%

MONDAY..... 14

TUESDAY..... 14

WEDNESDAY 14

THURSDAY..... 14

FRIDAY 14

SATURDAY 14

INTERVIEW LOCATION CODE _____

TIME STARTED (USE 24-HOUR CLOCK)

____:____

TIME ENDED (USE 24-HOUR CLOCK)

____:____

INTERVIEW LENGTH ____ MIN.

INTERVIEWER ID # _____

RESPONDENT GENDER (BY OBSERVATION)

MALE54%

FEMALE 46

Hello. I'm _____ from GLS Research, a national marketing research firm. We are conducting a survey of visitors to Mesquite. All answers are kept strictly confidential.

1. Are you a visitor to Mesquite, or are you a resident of the Mesquite area?

VISITOR	ASK Q2
RESIDENT	TERMINATE
NOT SURE/DK	
REFUSED/NA	

2. We are supposed to interview people who are 21 years old or older. Are you 21 years old or older?

YES.....	ASK Q3
NO	TERMINATE
NOT SURE/DK	
REFUSED/NA	

3. Will you be leaving Mesquite within the next 24 hours?

YES.....	ASK Q4
NO.....	TERMINATE
NOT SURE/DK	
REFUSED/NA.....	

4. Is this your first visit to Mesquite, or have you visited before?

FIRST VISIT 15%	SKIP TO Q7 ON PAGE 2
VISITED BEFORE 85	ASK Q5
NOT SURE/DK 0	
REFUSED/NA..... 0	

5. Including this trip, how many times have you visited Mesquite in the *past 5 years*? **(RECORD NUMBER BELOW AS 2 DIGITS. IF RESPONDENT SAYS "1," CONFIRM THAT THIS IS NOT THE RESPONDENT'S FIRST VISIT.)**

20.7 MEAN (ALL VISITORS)
24.2 MEAN (REPEAT VISITORS) (N=1019)

6. Including this trip, how many times have you visited Mesquite in the *past 12 months*? **(RECORD NUMBER BELOW AS 2 DIGITS.)**

7.3 MEAN (ALL VISITORS)
8.4 MEAN (REPEAT VISITORS) (N=1019)

7. **(ASK OF ALL RESPONDENTS.)**
How did you first become aware of Mesquite?
(ASK AS AN OPEN-ENDED QUESTION. ACCEPT ONLY ONE RESPONSE.)

NEWSPAPER AD	0%
MAGAZINE AD	1
RADIO OR TELEVISION AD	1
BILLBOARD/SIGN.....	2
FRIENDS/RELATIVES (WORD-OF-MOUTH).....	41
TRAVEL AGENT	1
HOTEL/MOTEL DIRECTORY.....	0
BROCHURE/PAMPHLET	1
JUST PASSING THROUGH	51
SOME OTHER WAY	1
NOT SURE/DK.....	0
REFUSED/NA	0

8. What was the *primary purpose* of *THIS* trip to Mesquite? **(ASK AS AN OPEN-END. ACCEPT ONLY ONE RESPONSE. WRITE RESPONSE IN BLANK BELOW.)**

TO ATTEND OR WORK AT A CONVENTION/TRADE SHOW	0%
TO ATTEND A CORPORATE MEETING.....	0
TO GAMBLE	21
INCENTIVE TRAVEL PROGRAM (WON A TRIP AS A BONUS FROM EMPLOYER)	0
VACATION/PLEASURE	45
VISIT FRIENDS/RELATIVES	7
TO ATTEND A SPECIAL EVENT (E.G., GOLF, RODEO, OR A FIGHT)	1
TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT.....	0
OTHER BUSINESS PURPOSES	5
JUST PASSING THRU.....	15
WEDDING/TO GET MARRIED	1
TO PLAY GOLF	4
TO GO TO A SPA.....	0
SOME OTHER REASON	0
NOT SURE/DK	0
REFUSED/NA.....	0

9. Is this visit to Mesquite part of a longer trip where Mesquite is just one leg of that trip, or is Mesquite your only destination?

PART OF LONGER TRIP48%	ASK Q10
ONLY DESTINATION52	SKIP TO Q11
NOT SURE/DK.....0	
REFUSED/NA0	

10. What is your primary destination on this trip?
(ASK AS AN OPEN-ENDED QUESTION.
ACCEPT ONLY ONE RESPONSE.) (N=579)

LAS VEGAS26%
CALIFORNIA.....19
UTAH.....19
NEVADA.....13
ARIZONA.....13
COLORADO.....4
NO PRIMARY DESTINATION1
ALL OTHERS (1% OR LESS).....5

11. Did you travel to Mesquite by... **(READ LIST.**
ACCEPT ONLY ONE RESPONSE.)

Air..... 1%

Bus

(IF "YES" ASK, "Do you mean...":)
Regularly scheduled bus service
like Greyhound.....1

Or a chartered or escorted bus
service or bus tour2

Automobile85

Truck.....7

Motorcycle.....0

Recreational
Vehicle (RV).....4

REFUSED/NA.....0

12. How far in advance did you plan this trip to Mesquite? (ASK AS OPEN END.)

SAME DAY21%

1-3 DAYS BEFORE.....15

4-6 DAYS BEFORE.....8

7-14 DAYS BEFORE.....18

15-30 DAYS BEFORE.....15

31-60 DAYS BEFORE.....8

61-90 DAYS BEFORE.....6

MORE THAN 90 DAYS BEFORE9

NOT SURE/DK.....0

REFUSED/NA0

13. Did a travel agency assist you in planning your trip?

YES..... 1%	ASK Q14
NO.....99	SKIP TO Q15
NOT SURE/DK 0	
REFUSED/NA..... 0	

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

(ASK ONLY OF THOSE WHO SAID "YES" IN Q13.)

14. Did the travel agent... **(READ LIST)**
(N=17)

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW</u>	<u>RE-FUSED</u>
Influence your decision to visit Mesquite?.....	18%	82%	0%	0%
Influence your choice of accommodations?.....	29	71	0	0
"Book" your accommodations?	59	41	0	0
"Book" your transportation?.....	94	6	0	0

15. (ASK OF ALL RESPONDENTS.)

At what point in your planning did you decide... (READ LIST AND FIRST 4 RESPONSE CODES. MULTIPLE RESPONSES PERMITTED. FOR INSTANCE, THE RESPONDENT MIGHT HAVE DECIDED SOME LODGING BEFORE LEAVING HOME, SOME AFTER ARRIVAL.)

	READ THESE RESPONSE CODES				DO NOT READ THESE RESPONSE CODES	
	Before Leaving Home	While En Route To Mesquite	After Arrival	Does Not Apply	DON'T KNOW	RE-FUSED
a. Where to lodge in Mesquite?	57%	1%	13%	30%	0%	0%
b. What shows to see in Mesquite?	1	0	9	90	0	0
c. What attractions to visit in or near Mesquite?	0	0	9	91	0	0
d. What events to attend in Mesquite?	3	0	7	90	0	0
e. Where to gamble in Mesquite?	41	2	47	11	0	0
f. What recreational activities you would enjoy in Mesquite?	10	0	16	73	0	0

16. On this trip to Mesquite, where did you lodge? (ASK AS OPEN END. ACCEPT ONLY ONE RESPONSE. A "LODGING" IS ANY PLACE THE RESPONDENT SLEPT OVERNIGHT. SOME PEOPLE MIGHT COME TO MESQUITE AT NIGHT JUST TO GAMBLE THROUGH THE NIGHT AND LEAVE THE NEXT DAY. THESE PEOPLE DID NOT "LODGE" ANYWHERE — CODE 96.)

CasaBlanca Resort
(formerly Players Island) 18%
Desert Palms Motel 0
Eureka Hotel & Casino
(formerly the Holiday Inn
Rancho Mesquite) 7
Mesquite Budget Inn & Suites 0
Mesquite Springs Motel 0
Si Redd's Oasis Resort Hotel &
Casino 16
State Line Motel & Casino 0
Valley Inn Motel 0
Virgin River Hotel Casino 22
Mesquite Star 0
OTHER HOTEL/MOTEL 0
FRIENDS/RELATIVES 4
RV/CAMPER/CAMPING 4
DID NOT LODGE ANYWHERE 30
NOT SURE/DK 0
REFUSED/NA 0

IF RESPONSE TO Q16 IS STAYED AT A HOTEL OR MOTEL (CODES 01–10, 97),
ASK Q17 THROUGH Q23.
ANY OTHER RESPONSE TO Q16,
SKIP TO Q24 ON PAGE 6.

17. How far in advance did you make your reservations for your (hotel room/motel room/RV park space) for this trip to Mesquite? (ASK AS OPEN END.) (N=751)

SAME DAY 32%
1-3 DAYS BEFORE 10
4-6 DAYS BEFORE 9
7-14 DAYS BEFORE 20
15-30 DAYS BEFORE 14
31-60 DAYS BEFORE 5
61-90 DAYS BEFORE 6
MORE THAN 90
DAYS BEFORE 4
NOT SURE/DK 0
REFUSED/NA 1

18. Including yourself, how many people stayed in your room? (N=751)

ONE 13%
TWO..... 72
THREE 6
FOUR 7
FIVE 2
SIX OR MORE 1
REFUSED/NA 0

19. Which of the following rate categories best describes your room rate? **(SHOW CARD "A." ACCEPT ONLY ONE RESPONSE.)** (N=751)

HOTEL PACKAGE DEAL. 6% TOUR/ TRAVEL GROUP3	ASK Q20
CONVENTION GROUP/ COMPANY MEETING1 CASINO RATE4 REGULAR FULL- PRICE ROOM RATE74	SKIP TO Q23
CASINO COMPLIMENTARY12	SKIP TO Q24
ANOTHER RATE1 NOT SURE/DK0 REFUSED/NA0	SKIP TO Q23

20. Did you purchase your package directly from a hotel? (N=62)

YES 73%
NO 24
NOT SURE/DK 3
REFUSED/NA 0

21. What was the total *PER PERSON* cost of your package? **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)**

\$217.60 MEAN (N=62)

22. Where did you *first* hear about this package? **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=62)

NEWSPAPER 3%
TELEVISION0
RADIO0
MAGAZINE2
TRAVEL AGENT11
WORD-OF-MOUTH63
OTHER18
NOT SURE/DK3
REFUSED/NA0

PACKAGE VISITORS SKIP TO Q24

23. **(ASK ONLY OF NON-PACKAGE VISITORS)**
By the time you leave Mesquite, how much will you have spent, *on average per night*, on your hotel or motel room? **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)**

\$34.87 MEAN (N=602)

24. **(ASK OF ALL RESPONDENTS.)**
Including yourself, how many *adults* 21 years old or older are in your *IMMEDIATE* party (such as a spouse or friends who are traveling with you)? **(IF RESPONDENT SAYS MORE THAN 8, EXPLAIN:**
"If you are part of a tour group, do *not* include all members of your tour group — only those adult friends and relatives who are traveling with you.")

1 14%
2 65
3-4 16
5 OR MORE 5
2.3 MEAN

25. Are there any people *under the age of 21* in your *IMMEDIATE* party?

YES 10%
NO 90
NOT SURE/DK 0
REFUSED/NA 0

26. By the time you leave, how many *nights* will you have stayed in Mesquite? **(WRITE TWO-DIGIT NUMBER IN BLANKS BELOW.)**

NONE/DAYTRIP 29%
1 27
2 22
3 11
4 OR MORE 11
1.7 MEAN

**IF THE ANSWER TO Q26 IS "00,"
THEN Q16 MUST BE "96."**

27. By the time you leave, how many *days* will you have been in Mesquite? **(WRITE TWO-DIGIT NUMBER IN BLANKS BELOW. MUST BE AT LEAST "01.")**

1 29%
2 27
3 22
4 OR MORE 22
2.7 MEAN

28. On what day of the week did you arrive in Mesquite?

SUNDAY 14%
MONDAY 13
TUESDAY 13
WEDNESDAY 14
THURSDAY 15
FRIDAY 14
SATURDAY 17
REFUSED/NA 0

29. Have you gambled during this visit to Mesquite?

YES 89%	ASK Q30
NO 11	SKIP TO Q33 ON PAGE 7
NOT SURE/DK 0	
REFUSED/NA 0	

30. On average, how many hours *PER DAY* did you spend gambling? **(WRITE TWO-DIGIT NUMBER IN BLANKS BELOW. IF GREATER THAN 12, CLARIFY BY ASKING: "Do you mean that you spent on average [FILL IN NUMBER OF HOURS] hours gambling every day you were here?")**

3.9 HOURS MEAN

(N=1069)

31. Which type of casino game do you play *MOST OFTEN*. **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=1069)

SLOT MACHINES 55%
VIDEO POKER..... 16
OTHER VIDEO
MACHINES (21,
KENO, ETC.)..... 1
BACCARAT 0
BIG 6 0
BINGO 5
BLACKJACK..... 15
CARIBBEAN
STUD POKER 0
CRAPS 2
KENO 2
POKER 2
RACE/SPORTS-
BOOK 1
ROULETTE 2
OTHER 0
NOT SURE/DK 0
REFUSED/NA 0

32. Not including travel, food, or lodging, how much money did you budget for gambling on this trip? Include only your own, personal, gambling budget and not the gambling budgets of others who may have been with you. (ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)

\$276.17 MEAN (N=1069)

33. **(ASK OF ALL RESPONDENTS.)** Within the past 12 months, have you gambled at a casino facility anywhere in the United States outside of the Mesquite area? Please do not include "card rooms," even though they are similar to casinos.

YES67%
NO33
NOT SURE/DK.....0
REFUSED/NA0

34. Will you (or did you) visit other areas of Nevada or the surrounding area, either before or after this visit to Mesquite?

YES35%	ASK Q35
NO.....65 NOT SURE/DK0 REFUSED/NA.....0	SKIP TO Q36

35. On this trip, will you (or did you) visit... **(READ LIST. ACCEPT MULTIPLE RESPONSES.)** (N=417)

A. Las Vegas? 74%
B. Laughlin?..... 15
C. Primm (Stateline)? 8
D. Hoover Dam?..... 7
E. Lake Mead? 7
F. Mt. Charleston/
Lee Canyon?..... 2
G. Valley of Fire? 5
H. Grand Canyon?.... 6
I. Death Valley? 1
J. Bryce Canyon?.... 8
K. Zion National
Park?..... 11
L. St. George
(Utah)? 24
X. Other? 8

36. Did you play golf while visiting Mesquite?

YES..... 10%

NO..... 90

NOT SURE/DK 0

REFUSED/NA..... 0

37. While in Mesquite, did you stop by the Mesquite Visitors Center?

YES 5%

NO 95

NOT SURE/DK..... 0

REFUSED/NA 0

38. By the time you leave Mesquite, how much will you have spent *ON AVERAGE PER DAY* in Mesquite for...
(**READ EACH ITEM. ROUND TO THE NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.**)

PER TRIP AVERAGE*

A. Food and drink. Please include only your own, personal expenses and not those of your entire party.

\$51.80

MEAN (INCLUDING \$0)

\$56.41

MEAN (EXCLUDING \$0)

B. Local transportation (for example, car rental, taxi limo, gas). Please include all your daily transportation expenses.

\$3.91

MEAN (INCLUDING \$0)

\$57.86

MEAN (EXCLUDING \$0)

* - DAILY EXPENDITURES MULTIPLIED BY NUMBER OF DAYS STAYED

39. By the time you leave Mesquite, how much will you have spent in Mesquite on each of the following items *IN TOTAL FOR YOUR ENTIRE TRIP*? Please include only your own, personal expenses and not those of your entire party. (**READ EACH ITEM. ROUND TO THE NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.**)

C. Recreational activities such as golf, horseback riding, a spa, or shooting

\$13.27

MEAN (INCLUDING \$0)

\$97.50

MEAN (EXCLUDING \$0)

D. Shows/entertainment (not including gambling)

\$0.39

MEAN (INCLUDING \$0)

\$14.53

MEAN (EXCLUDING \$0)

X. Other (SPECIFY:)

\$0.04

MEAN (INCLUDING \$0)

\$45.00

MEAN (EXCLUDING \$0)



Just a few more questions on your impressions of Mesquite in general...

40. Overall, how satisfied were you with your visit to Mesquite? Were you... (**READ LIST.**)

Very satisfied 91%	SKIP TO Q43 ON PAGE 9
Somewhat satisfied 8	ASK Q41
Somewhat dissatisfied..... 0	SKIP TO Q42
Very dissatisfied 1	
<u>DO NOT READ</u>	
NOT SURE/DK..... 0	SKIP TO Q43 ON PAGE 9
REFUSED/NA 0	

41. You just said you were *somewhat* satisfied with your overall experience in Mesquite. What is the *MAIN* reason that keeps you from saying you were *very* satisfied? **(ACCEPT ONLY ONE RESPONSE.)** (N=101)

HOTEL COMPLAINTS26%
GAMBLING COMPLAINTS/DIDN'T WIN .22
HOTEL/CASINO EMPLOYEE
COMPLAINTS12
TOO HOT8
TOO EXPENSIVE7

THERE IS NOTHING TO DO5%
FOOD COMPLAINTS3
RUDE/UNFRIENDLY PEOPLE3
NOT AS EXCITING AS LAS VEGAS2
ALL OTHER MENTIONS13

AFTER ANSWERING Q41, SKIP TO Q43

42. What is the *MAIN* reason you were dissatisfied with your overall experience in Mesquite? **(ACCEPT ONLY ONE RESPONSE.)** (N=11)

GAMBLING COMPLAINTS/DIDN'T WIN .55%
HOTEL COMPLAINTS18
HOTEL/CASINO EMPLOYEE
COMPLAINTS9

TOO EXPENSIVE9%
ALL OTHER MENTIONS9

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Now I'd like to ask you a few final questions for statistical purposes.

43. Are you currently... **(READ LIST. ACCEPT ONLY ONE RESPONSE.)**

Employed 53%	ASK Q44
Unemployed 1	SKIP TO Q45
Student 1	
Retired 41	
Homemaker 5	
<u>DO NOT READ</u>	
REFUSED/NA 0	SKIP TO Q45

44. What is your occupation? **(SPECIFY OCCUPATION, NOT TITLE OR COMPANY NAME. "SELF EMPLOYED" IS NOT AN ACCEPTABLE RESPONSE. PROBE FOR THE TYPE OF WORK DONE.)** (N=632)

SERVICE WORKERS31%
MANAGERS/OFFICIALS/
PROPRIETORS21
SALES/CLERICAL21
PROFESSIONAL/TECHNICAL16
CRAFT WORKERS/FOREMEN9
AGRICULTURAL WORKERS2
LABORERS1

45. What was the last grade or year of school that you completed? **(DO NOT READ LIST.)**

GRADE SCHOOL OR
SOME HIGH SCHOOL7%
HIGH SCHOOL DIPLOMA
(FINISHED GRADE 12)39
SOME COLLEGE (INCLUDES
JUNIOR/COMMUNITY
COLLEGE — NO
BACHELOR'S DEGREE)24
GRADUATED COLLEGE21
GRADUATE SCHOOL
(MASTER'S OR PH.D.)7
TECHNICAL, VOCATIONAL,
OR TRADE SCHOOL2
REFUSED/NA0

46. What is your marital status? Are you... **(READ FIRST 4 ITEMS IN LIST.)**

Married 77%
Single 12
Separated or divorced 7
Widowed 4
REFUSED/NA 0

47. What country do you live in?

USA..... 93%	ASK Q48
AUSTRALIA *	SKIP TO Q49
CANADA 7	
ENGLAND (GREAT BRITAIN)..... *	
FRANCE *	
GERMANY *	
ITALY 0	
JAPAN..... 0	
MEXICO *	
NETHERLANDS (HOLLAND)..... *	
SOUTH KOREA..... 0	
SWEDEN 0	
OTHER EUROPE (NORWAY, DENMARK, SPAIN, PORTUGAL, ETC.; *	
OTHER..... 0	
REFUSED/NA 0	SKIP TO Q49

* - less than 1%

48. **(ASK ONLY OF VISITORS FROM THE USA)**

What is your ZIP code, please?

(AREA DERIVED FROM ZIP CODE)

EAST2%
SOUTH.....2
MIDWEST8
WEST81
 CALIFORNIA 10
 NORTHERN CALIFORNIA2
 SOUTHERN CALIFORNIA....8
 ALL OTHER WEST71
 UTAH.....36
 ARIZONA.....4
 GREATER LAS VEGAS 11
 OTHER WEST20
FOREIGN VISITORS7

49. **(ETHNICITY BY OBSERVATION. IF UNSURE, ASK:)**

Most people think of themselves as belonging to a particular ethnic or racial group. What ethnic or racial group are you a member of? **(ASK ONLY IF NECESSARY:** Are you white, Black or African American, Asian or Asian American, Hispanic or Latino — or of some other ethnic or racial background?)

WHITE..... 92%

BLACK OR AFRICAN AMERICAN.... 1

ASIAN OR ASIAN AMERICAN..... 1

HISPANIC/LATINO..... 3

NATIVE AMERICAN..... 2

MIXED RACE 0

OTHER 0

NOT SURE/DON'T KNOW 0

REFUSED/NO ANSWER 0

EDITORS!

ALL EUROPEAN AND MIDDLE EASTERN NATIONALITIES (FOR EXAMPLE, IRISH, ITALIAN, JEWISH, ARAB, ARMENIAN, TURKISH, ETC.) SHOULD BE CLASSIFIED AS "WHITE". ALL PACIFIC ISLANDERS (PHILIPPINES, HAWAII, SAMOA, FIJI, ETC.) SHOULD BE CLASSIFIED AS "ASIAN".

50. What is your age, please? **(RECORD IT EXACTLY AND CIRCLE APPROPRIATE CATEGORY BELOW.)**
- 52.9 MEAN
- Which of the following categories does your age fall into? **(READ LIST.)**
- | | |
|--------------------|----|
| 21 to 29 | 8% |
| 30 to 39 | 13 |
| 40 to 49 | 19 |
| 50 to 59 | 24 |
| 60 to 64 | 12 |
| 65 and older | 25 |
| REFUSED/NA | 0 |

51. Please tell me which one of these categories includes your total household income before taxes last year. **(SHOW CARD "B".)** Include your own income and that of any member of your household who is living with you.
- | | |
|-------------------------------|----|
| A. Less than \$20,000 | 4% |
| B. \$20,000 to \$29,999 | 12 |
| C. \$30,000 to \$39,999 | 17 |
| D. \$40,000 to \$49,999 | 16 |
| E. \$50,000 to \$59,999 | 12 |
| F. \$60,000 to \$69,999 | 8 |
| G. \$70,000 to \$79,999 | 5 |
| H. \$80,000 to \$89,999 | 4 |
| I. \$90,000 to \$99,999 | 2 |
| J. \$100,000 or more..... | 8 |
| NOT SURE/DK..... | 2 |
| REFUSED/NA | 11 |

CARD A

HOTEL/MOTEL RATES

1. HOTEL/AIRLINE PACKAGE DEAL

One price that includes your room and may also include other items such as airfare, ground transportation, shows, or meals.

2. TOUR/TRAVEL GROUP

Traveling as part of a group. Package price includes room and may also include other items such as airfare, ground transportation, shows, or meals.

3. CONVENTION GROUP/COMPANY MEETING

Arranged through an employer or convention.

4. CASINO RATE

Special reduced rate arranged through a casino host or casino employee.

5. REGULAR FULL-PRICE ROOM RATE

Full price, no discounts.

6. CASINO COMPLIMENTARY

Room is free of charge.

7. ANOTHER RATE

Any other special room rate not shown above.

CARD B

INCOME CATEGORIES

- A. Less than \$20,000**
- B. \$20,000 to \$29,999**
- C. \$30,000 to \$39,999**
- D. \$40,000 to \$49,999**
- E. \$50,000 to \$59,999**
- F. \$60,000 to \$69,999**
- G. \$70,000 to \$79,999**
- H. \$80,000 to \$89,999**
- I. \$90,000 to \$99,999**
- J. \$100,000 or more**